## PRINTERS' INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CXII, No. 8 New York, August 19, 1920

TOE A COPY



IOWA also raises
APPLE TREES!

TALL CORN and STURDY YOUNGSTERS made Iowa famous. There are other fine crops, too. The rich, loamy soil of the Nishnabotna Valley is exactly suited to propagating vigorous trees, shrubs and perennial plants.

The May Seed & Nursery Co. of Shenandoah, Iowa; is a new organization, founded by men of lifelong experience as large growers in the fertile Nishnabotna Valley. Centrally located, they ship seeds and nursery stock to all parts of the country, including both seaboards.

Advertising Headquarters has the honor of starting this client advertisingly. Intimate knowledge of agricultural and horticultural fields enables us to approach our new duties with confidence.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS
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## THE POSTER WAY

STATION platform posters along the lines of the Interborough Subway and Elevated Systems offer the most effective means of keeping New York City's enormous buying public posted about your goods.

These big, brilliantly colored posters greet the eyes of 2,900,000 daily riders. At the "home" station and time and again on the journey downtown the name of your product, its big "talking point" and its full-colored picture repeatedly appeal to hundreds of thousands of prosperous household buyers.

It is "high-powered" advertising—the kind that tells in a big way the biggest thing you have to say about your goods. Tells it to the greatest multitude of free-spending people ever gotten together in a single metropolitan territory. Interborough posters enlarge your advertising power.

## ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

New York City

## PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

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New York, August 19, 1920

No. 8

## An Advertising Policy Is Not a "Thing Apart"

It Is a Mistake for Boards of Directors to Consider It Except as Woven into the Warp and Woof of House Policy

## By Roy Dickinson

A T exactly five minutes past three on a summer afternoon a man went into a certain wellknown bank in New York. Mr. Grimshaw, in the Loan Depart-ment, had planned to leave that afternoon to visit his cousin, George, out at a little lake in Westchester. As a consequence he was peeved when a busy looking man rushed up and asked if he could claim a few minutes of his time.

The combination of hurry on the part of the prospective customer and irritation at being delayed for a few moments on the part of the man behind the window ended finally in a fight. One of that kind of fights in which the man who should have been at least polite later states to his friends with pride that he told the other man, "Just where he could get off." In this particular case it happened that the man who was in a hurry was a wealthy manufacturer who had been slightly delayed in getting to the bank and who had an appointment with the president. The net result of the disagreeable incident was that the bank lost one of its biggest depositors to another institution whose subordinate employees carried out the policy of the house better than Mr. Grimshaw did on that particular day.

Every man who reads this article can multiply incidents like the above to the limit of his own experience. Every executive at

the head of a large business realizes that it is one of his real problems that increases in direct proportion to the size of his organization.

Concerns like the Pullman Company, the Fleischmann Company, the great railroad organizations, and hundreds of others, depend very often for that tremendous asset, good will, upon the way in which their employees, who actually come in contact with the people, act toward the public.

In the case of the Pullman Company it is often a tactful darkskinned porter who represents to the public the great company, with its millions of capital, which em-ploys him. In the Fleischmann company, it is the driver of the wagon who, acting as personal representative of the company, is relied upon to carry out the policy of the house. The porter and the driver of the wagon thus trusted to carry over to the public the policy upon which the business has been built become guardians of a large amount of money, just as truly as if they carried a valise full of greenbacks. They are custodians of a segment of the greatest single asset their company has -good will. The importance of carrying out a policy from the president down to the place the company comes into contact with the buying public thus cannot be 659.051 overestimated. 433953

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tomer talks and acts the way the proprietor would under similar conditions, we say that he has carried out the policy of the organization. House policy, then, as applied to a big organization is being polite, honest and decent toward the people you want to do business with. It includes also, of course, being efficient in all dealings with customers, and has for its very foundation the thought of service carried out by every department of the business. No firm surely has a policy in which impoliteness, discourtesy or indifference is a conscious part.

Under the general terms of house policy we find numerous and well-defined divisions. Sales policy, financial policy, manufac-turing policy, all have their im-portant place in the mind of the board of directors and the executives who manage any business. Speaking of sales policy, the vicepresident and general manager of a concern making a product in the building material line, and the largest national advertiser in that field, said, "If our product is called unsatisfactory by any purchaser we make good his purchase price immediately. We then ask him as a matter of information to allow our engineers to look over his proposition and analyze the defect. We often find that the delicate product we make has been manhandled with a hammer. Adjustments and satisfaction usually result from this analysis and co-operation-but we always money back first. wouldn't think of changing this fundamental principle of sales policy, and yet I had to fight with my back to the wall against the whole board of directors to keep our advertising, the greatest good will asset of all, going when production was curtailed by a strike."

As for the financial policy, new ideas and radical changes are accepted slowly in the accounting department. Recapitalization, audits, inventories, all phases of financial policy are carefully thought out and long deliberated. Changes in manufacturing policy likewise are considered in great detail and with mature judgment before they are put

into effect. The advice of experts is sought and the most careful analysis applied in advance to any suggested change in the accounting room, in the works, in the general office. Yet, as the president of a prominent agency says, "Any bit of color or a girl sitting in a new position is too often hailed as a new advertising idea and is railroaded through under the glow of warm enthusiasm, Three months later when the head of the comcern who enthused at the time sees his pet idea between the covers of a periodical, he often wishes he had listened to the advice of his advertising manager and agent."

All of which leads us quite naturally to suggest that the advertising policy of an organization is not always so clearly defined in the minds of big executives as the other no more important parts of the organization policy. Regardless of how long or how often it is proved that advertising is the biggest single builder of good will which an organization can have, and no matter how often it is proved that good will is the most valuable asset upon the books of almost any corporation, advertising policy still remains in the minds of certain men something whose importance is not sufficiently well realized. When a concern is asked what its advertising policy is, it is sometimes apt to make a reply like "This year we are using the flats;" "We have decided to stop advertising for six months.' it changes its policy overnight because the boss thought of a clever idea coming down from his farm.

And so the concern that wouldn't change a bookkeeping policy in months, or ever order the sales force to turn somersaults to secure attention, or be arrogant toward customers, jumps quickly into a change that is even more important to its eventual well being. Though advertising is the thing which forms permanent good will, which builds up over a long period intangible assets worth millions of dollars, Mr. Grimshaw's 'lack of tact is 'perfectly evident to the board of di-

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## 890,000 lines gained by the weeklies

The ten leading weeklies have carried 890,000 lines more advertising during the first seven months of 1920 than in the same period of 1919.

Christian Herald's has been the largest gain of all in percentage—44%.

It has been the third largest gain in lines—81,760.

## Christian Herald's steady growth

This is in keeping with Christian Herald's steady climb from *ninth* place in 1917 in total volume of advertising among the weeklies—to seventh place in 1918—to sixth place in 1919—to fourth place in 1920.



## THE CHRISTIAN HERALD

GRAHAM PATTERSON, Publisher
New York

rectors, and he gets fired, but a certain kind of board of directors still monkeys with the firm's good will by looking at its advertising policy as something apart from the main business.

A careful analysis of the big outstanding successes in advertising, and they are almost invariably the real leaders in their industry, will indicate clearly that those concerns have looked upon their advertising policy as they would a house policy. They have considered it as one of the real foundations of their business. They have realized that their reasons for advertising are approximately the same as the reason for the firm's existence and that advertising is tied up closely with every other department of the business -not a pretty drop curtain to be raised or lowered at will. editorial writer, who in commenting upon the recent closing down of a factory which is not advertising, makes a remark like "Manufacturers with their goods piled up have been waiting for the retailers and public to come and buy, but so far they have not come to buy," is indicative of the attitude which some bankers and executives still take toward the business of advertising.

Any large organization in which there is not to-day some need of real expression of the ideals back of the business and of its policy is not a business which will be a leader ten years from now. men and women who buy in these days are becoming more and more interested in the kind of a firm with which they are doing business. Just as every part in the big organization where it touches the public must typify the ideals upon which the business has been built, so should the advertising, which is read by the public, carry over into the public's mind that vision of the ideals and the people be-hind the goods which it is asked to purchase. And it can't unless the advertising policy is built on bedrock-not shifting sands.

In not acting upon this obvious interpretation of advertising many a concern is losing out on a big opportunity. The impersonal at-

titude of some corporations is what antagonizes the public, and the goods do pile up. The right kind of advertising is putting a corporate soul on paper, and unless a corporation honestly wishes to serve it can't lead. It is lack of this realization which makes a firm, which down to the lowest office boy is aggressive and up to the minute in its relations with its own customers in the office, put out advertising which sounds like inscriptions in a graveyard. In the same way it is the attitude of considering advertising as something different and apart from the spirit of the business which makes a concern honest in its dealings, in the goods it manufactures and noted for the dignity and quality inherent in its product, put out copy which sounds like a man turning hand-springs to secure popular approval,

It is part of the job of every executive head of a business, of every man who is a member of the board of directors, to know that the advertising carries out the house policy, to know why an advertising campaign is essentially a basic foundation part of the business and to fight for it against any man who considers it in any other light. Otherwise he is not truly representing his stockholders, who are the real losers when the fact is forgotten.

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Advertising has never been and will never be a thing for quitters. Once started it can no more be dispensed with than the front door of a retail store or a firm's letterhead. If it must be continuous to keep good will as a real asset, it should also continually represent house policy.

Until advertising is ranked at least as high as finance, production and distribution in the mind of the average business man, and is a matter of vital concern to the principals in every business, those principals are not fulfilling their duty to the stockholders.

As a permanent and constant factor in the development and success of all business there can be only one advertising policy.

Put advertising on your priority list, and keep it there.

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## When father was a boy-

his political activities were limited to bearing a flaring oil torch or red fire in behalf of the Hon. Peter Brady.

Nowadays boys take a more genuine though no less enthusiastic part in the day's affairs. They are more of a factor than a vociferous appendage. They play a leading part in such public movements as the campaigns for the Liberty Loans.

Where they carried the banner, boys now make able addresses and help in the executive details of organized public effort. The natural spirits of youth have simply been directed into channels

where collective boyish enthusiasm has greater play than ever. This is a mighty buying power for the advertiser to reckon with. Boys are eager readers. They read advertisements and form conclusions from what they read. When the advertiser directs his appeal to boys as a group, he starts agreat sales momentum.

Such is the concentrated power of THE AMERICAN BOY'S circulation. It is the chosen boy publication of more than 500,000 active American boys. These boys average from 15½ to 16 years old. They are a mighty market, and a tremendous influence in the household budget of the

nation. They are worth considering in your advertising plan.

## AMERICAN BOY

he Biggest, Brightest, Best Magazi for Boys in All the World'

THE SPRAGUE PUBLISHING CO., DETROIT, MICH.

(Member A. B. C.)

Branch Offices: -286 Fifth Ave., New York-1418 Lytton Building, Chicago

## When the big order depends on executives who are beyond reach

How the Robert Gair Company met a difficult problem in selling to a "thin" market

PEW firms have escaped moments of uncertainty in closing a big order.

When the large account hangs in the balance, routine methods of selling necessarily break down. The decision depends upon important men who are difficult to influence—whom salesmen often cannot reach at all.

For manufacturers who distribute through a trade—whose output can be sold in small units—these crises are rare.

But for firms that produce large units—that sell equipment or supplies direct to other manufacturers—every order is a big order. The man who receives salesmen is often only a spokesman for executives or officers who remain in the background, but who actually have the final word in making the decision.

This was the situation that confronted the Robert Gair Company, large makers of folding boxes and package merchandising specialties.

The most profitable increases in volume for this firm could come only by closing big contracts—by winning favorable decisions from men who controlled large firms, who were often entirely inaccessible to salesmen.

To influence these men quickly and effectively it was determined to support the sales department with an advertising campaign.

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Could newspapers be used profitably to reach this "thin" market, with so much of their circulation a complete loss?

It was recognized that this handicap could be offset only by making every announcement bring maximum results.

On February 3rd, 1920, the newspaper campaign was released.

Within the first week, inquiries commenced pouring in by letter and telephone. From this campaign appearing in one city, planned and prepared to influence a limited number of important men, direct replies received by the sales department ran into the hundreds. Big orders were closed.

> In working out this problem of selling and advertising, it has been the privilege of the J. Walter Thompson Company to co-operate with the manufacturer.

## WALTER THOMPSON COMPANY

CHICAGO BOSTON CINCINNATI LONDON

## Something New in Advertising a Highly Competitive Product

Breakfast Food Introduces Itself Directly to Children

CHILDREN are rapidly comnized factors in the great scheme of buying. Time was when their influence in deciding purchases for the home was overlooked or minimized. But now we see a big national advertising campaign in which the whole consumer appeal is directed to children alone.

The article advertised is not a toy nor something for the exclusive use of children. It is a breakfast food intended for general consumption—Quaker Quakies, a new kind of corn flakes put out by the Quaker Oats Company.

In marketing the new food the company had the advantage of an advertising prestige that had been built up for its oats. It could proceed confidently in the knowledge that its name was familiar to almost every buyer of food for the home. Nevertheless it realized the fact that of breakfast foods there is no end and that something more than the good reputation of Quaker Oats would have to be invoked if Quaker Quakies got across in a hurry.

Then came the idea of making the appeal to the children. This has brought about a new and interesting kind of national adver-

tising presentation.

The Quaker Quakies copy which has just started in national mediums is along the fairy-tale order. Right here we see some good advertising psychology. A fairy tale appeals to almost any-body with imagination. It is said that President McKinley when tired and worried over the hard problems of his office would find refuge and rest in reading books like "Alice in Wonderland." Most people will read a fairy story if it is short enough and if they think they won't get caught at it. Yet if advertising of this kind were addressed to grown-ups they would think it beneath their

dignity and have little respect for the article advertised.

On the other hand, address the thing to the children and the grown-ups will read it. They will smile tolerantly and then call little Willie and Mary, show them the attractive picture and read them the pretty story. The net result is they have driven in upon them in a forceful way the fact that there is a new breakfast food on the market named Quaker Quakies, which of course is just what the advertiser is trying to bring about. All this is done in recognition of the principle of utilizing imagination in advertising and in allowing the powerful indirect appeal to do its work.

The advertisements have such headings as "Have the Quakies come to Your House?" The text, which is written in poetic Indian style, informs the boys and girls that Quaker Quakies can bring to them the three Good Spirits of

beautiful youth,

Then the story is told of how the Quakers when they first came to America were in danger of starving one winter until friendly Indians brought them corn. The Indians told the Quakers that the corn was good because the Great Spirit had caused to dwell in it the three spirits of beautiful youth, meaning the spirit of strength, the spirit of courage and the spirit of truth. He who ate the corn, the Indians said, would become strong and brave and true because the three spirits had entered into him.

"Now, we have caught for you these good spirits of beautiful youth," the advertisement says. "We have caught them in fairy flakes of corn and have named these flakes Quaker Quakies."

There is some flowery talk also about the effects of warm spring rains, summer suns and autumn winds on the new product. The boys and girls are informed that

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## To Find the Family

- -at their best
- -in their home
- -united in interest
- -with a hundred wants
- -with their favorite paper
- -that is opportunity!

## THE YOUTH'S COMPANION

BOSTON, MASS.

NEW YORK OFFICE: 910 Flatiron Building CHICAGO OFFICE: 122 South Michigan Boulevard

Aug

if they have not had a chance to become strong and brave and true from the three good spirits then that is their fault, because the Quakies are "just over the way at the grocer's-waiting."

In the whole series of advertisements no direct reference is made to the conventional good qualities of Quaker Quakies.

Advertising of this kind has to be done with skill and circumspection, or great will be the fall thereof. The Quaker Oats people seem to have hit the happy medium between too much and not enough. The result is a pleasing setting forth of the new break-The result is a pleasing fast food in a way that suggests rather than specifically states its health-giving properties and de-liciousness. This kind of copy when well done is so easy to read and conveys the talking points so clearly that there is no question about it being good advertising.

The biggest business proposition sometimes can be advertised in a chatty unconventional way without the least letting down in dignity or effectiveness. A leading wholesale firm once devoted the first four pages of its monthly catalogue to a story written in the first person in which the catalogue was invested with a per-sonality and made to talk direct to the retailer as an introduction to the merchandising offerings in the book. There were plenty of thumb-nail sketches of a semicomical kind that served to give more life and lightness to the story. The man who wrote that insert was seldom permitted to write the heavier editorials in the catalogue. He had an easy, flowing, talky style which was just the thing for that kind of advertising, but which would be out of place in the more ponderous, sledge-hammer stuff. The thing brought forth a surprisingly large number of commendatory comments from retailers. Yet using that style of advertising the house ran a considerable risk. It had to be done just right. No leeway could be allowed it as in the case of the other advertising.

This consideration is perhaps

the thing that makes copy like that of the Quaker Quakies 80 scarce as it is. If it is good it is very, very good. But if it is bad it is absolutely impossible.

The Quaker Quakies package is of a kind to supplement the advertising forcefully. It was built on the theory that the more attractive the package the better it would sell. Quaint Quaker fig-ures are shown and the package is loud enough in color and general make-up to make a forceful showing on a grocer's shelf.

This is a point well worth considering in these days when grocers are trying to give more attention to shelf and window display. Almost anybody can build an attractive display out of packages like those housing Quaker PRINTERS' INK some Quakies. time ago told about how the makers of Aunt Jemima pancake flour had noticed a considerable increase in sales after improving the quality and appearance of the package. The Aunt Jemima people are putting out a package that many would regard as being entirely too expensive. But the results more than justify the out-

The increasing number of selfserve groceries is another reason, according to the view of the Quaker Oats Company, why special attention should be given to attractive packages.

In order that there might not any lost motion Quaker Quakies were placed on the dealer's shelves before the consumer campaign started. Here is where the company's advertising prestige and effective selling organization came into play. Through trade journals, direct mail and personal selling efforts dealers were informed about the coming of the new food and of how the national advertising would help

them in their selling.

The dealer helps in an advertising and display way will carry out the same general idea as the national advertising in that the appeal will be made direct to the children-and indirectly to the

grown-ups.

The most important thing you could think about—

The United States is to-day facing the most acute industrial unrest in its history. Labor is conscious of its power and is organized to use that power. Already the next steel strike is being planned. It is vital, therefore, to read

## SENATOR HARDING on LABOR

The Outlook wanted to know Senator Harding's views on capital's debt to labor, labor's debt to the public, the principle of collective bargaining, compensation, the control of industry. Senator Harding granted an exclusive authorized interview to Sherman Rogers, the special Industrial Correspondent of The Outlook.

This remarkable interview should be read by every business man in America.

It appears in full in the issue of August 18—out now.

Outlook

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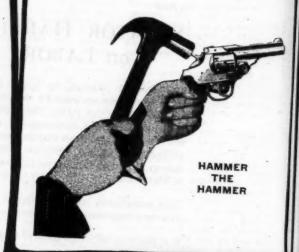
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# Collier's

# IVER JOHNSON REVOLVER



# Iver Johnson and Collier's

Iver Johnson Arms and Cycle Works is using Collier's as the backbone of its national advertising campaign.

## Collier's

J. E. WILLIAMS, Advertising Manager



HERE are the household soaps and cleansers sold in Baltimore. What share of the sales are you getting?

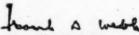
Our recent investigation disclosed that shortage of domestic help is bringing about a larger "BRAND" demand for these products. The more of her own housework a Baltimore woman does, the surer she is to know the reason why and ask for her favorite brand of soap or cleanser by name.

Boost up YOUR BRAND in Baltimore—a market of 730,000 buyers! Reach them through THE NEWS-the city's great evening paper, read by the housewife at an hour when she seeks it for suggestions. THE NEWS, with an intensified circulation of 100,000, sells 87,000 in Baltimore City in which are 90,000 homes occupied by white people who speak English.

> Our Household Soaps and Cleansers report gives the number and names of brands, leaders, per-centage of sales and distribution, activity ratings, reports of wholesalers and retailers-the method frequently used for getting or increasing distribution, etc., etc. Upon request, on your business letterhead, we will mail you a copy.

Goes Home and Stays Home

DAN A. CARROLL Eastern Representative Tribune Building New York



I. E. LUTZ

Advertising Manager

Gould

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## Manufacturer Strengthens Relations by Advertising Distributors to the Dealers

Gould Storage Battery Company Lays Stress on the Goodly Fellowship of Jobbers Handling Its Line

## By R. L. Burdick

MANUFACTURERS have for many years devoted a great deal of time and energy to the problem of selling the dealer to the consumer. By means of distinctive window signs, local advertising, direct mail campaigns and what-not the buying public has been helped to identify and urged to go to the local dealer for advertised products.

It has been realized that the dealer-consumer link in the great chain of distribution was at once the weakest and the most important. Although there is still much to be done to bring these two forces closer together, nevertheless we stand to-day in a very satisfactory position in this re-

In the last few years men who make and market goods have perceived the need of strengthening another link in the chain-the dealer-distributor relation. During the war and since the coming of peace the upset in production and distribution of merchandise has weakened this relation in many instances. Jobbers, because of shortage at the factories or the diversion of supplies to war needs, maintain adequate goods. Oftentimes of some of their best sellers were removed entirely from the market.

This situation inevitably became reflected in the relations between the distributor and his local dealer. Especially where dealers had little or no direct contact with the producer, they have had difficulty in understanding, except in a vague, general way, the reasons why the jobber has been unable to keep up the prompt and regular service which obtained in normal times. For this and for other

reasons far-sighted manufacturers are turning their attention to building up a closer relationship between their jobbers and dealers, not only for the sake of smoother distribution of their products, but also to increase their future sales.

Those who have worked with the distributors in establishing a stronger bond with the local dealer find that the latter is willing and eager to go beyond the mere commercial spirit of buyer and seller and will join in a mutually beneficial relation of cooperative friendship when the initiative is taken by the distributor or manufacturer.

## HOW SOME MANUFACTURERS ARE KEEPING IN CONTACT

The larger producers of merchandise have, of course, main-tained as a part of their sales organizations a group of men whose business it is to cultivate the local dealer's interests. These salesmen have had varied duties ranging from window trimming and staging local campaigns to actual selling for the distributor. Their function has seldom been solely that of a liason officer between the dealer and jobber-developing a spirit of team-work between the This has usually two agencies. been considered the job of the distributor's salesman. But in the hustle and bustle of daily business, manufacturers have frequently found that this side of the work was neglected.

Smaller manufacturers, who maintain only a relatively small sales force, cannot spare the time of their men, nor the expense, to give the distributor-dealer relation close attention. The salesmen of such companies find their

hands full in keeping the flow of goods from source to jobber running smoothly and strongly.

With these difficulties in mind, sales managers have been at loss to know how to go at the problem. Recently one company has found an ingenious method of selling its distributors to the deal-

The ostensible purpose of the series is to boost the distributors and to get new dealers, but its indirect effect upon the dealers in linking them closer to their distributors is one of the strongest factors considered in building these advertisements.

Whenever possible to obtain it. an illustration of the distributor's building is shown, and the specific facts regarding the size, standing and service of the firm are given. The entire series carries the caption, "Who's Who Among Gould Distributors, and there is also in the text a general summary of the service rendered by all this company's dis-

tributors. A quotation from one of these advertisements will serve to illustrate the kind of facts given about each of the

jobbers:

"Julius Andrae & Sons Co., of Milwaukee, established in 1861, have a capitalization of \$100,-000 and a business investment valued at \$1,500,000. With an organization of 250 people, of whom 150 are men, the sales of this company

amount to several million dollars annually.

"Andrae serves 375 Gould Service Stations, carries a \$25,000 stock of batteries and parts, and fills 75 per cent of Gould orders the day received.

"Besides this efficient service, Andrae battery specialists successfully develop the Service Station's business by direct local solicitation of auto dealers and garages, circularizing of car owners, extensive local advertisingall in the Service Station's name.

"Battery men from their stations are urged to come to Mil-



### The Service of Gould Distributors

MR fact that such large, well-estab-lished and progressive farms suche B-R and others listed believe base lished op with Gould shows that they from this to be a buttery of meganetimable quality and one which therefore has the casestal reability of sales—the only blind of basi-

render. Their large stocks make prompt deliveries passible; their strength pumils of liberal sales policy; the six of their sales organization is bound to give them ther-ough knowledge of local conditions; and

Other Distributors of Gould Starting-Lighting Butteries CANADIAN ANDRESSMEATIVE. J. V. Billet, Bastlers, Co.

JOBBERS AND DEALERS CAN BE DEPENDED ON TO WATCH THIS ADVERTISING

ers. As often happens, the job was put up to the advertising department.

Gould Storage Battery, The Company had not experienced any discord between its distributors and dealers, but set out to weld an even closer union between them by utilizing its space in trade publications to advertise its distributors to their dealers. In a series of pages now appearing in papers devoted to the automobile and accessory fields, it is featuring each month one distributor of Gould Batteries.

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waukee for battery service training without cost; constructive sales suggestions based on local conditions are constantly supplied; and a liberal and prompt adjustment policy is carried out by this firm."

The size and standing of each firm is made obvious by giving statistics of capitalization, turnover, organization, and so on. The greater emphasis is placed upon the service rendered by the house to its dealers, with special regard to large stock, promptness in filing orders, the advertising and sales co-operation, and the business-building aid offered.

Incidentally, in addition to reaching dealers through the publications in which these advertisements appear, press proofs are supplied to the distributor in advance of publication for distribution simultaneously with the appearance of the magazines—thus insuring every dealer's attention to the story. It is almost needless to say that the distributors are enthusiastic about this series and offer every aid in supplying the data and distributing the proofs.

Even though this series has been running but a short time, very distinct effects have already been felt by the distributors and the Gould company, which heralds the success of this method of uniting the dealer and distributor more closely.

### INCULCATES RESPECT FOR JOBBERS

Considering first the effect of this series in getting new dealers, the company finds that the following points are registered on the minds of prospective dealers. From reading even one of these advertisements, the garage or auto supply man recognizes that in handling this product he can deal with high-class distributors. any dealer it is at once obvious that he can work more satisfactorily with a house that pursues a policy of unquestioned square dealing and liberal adjustment of differences; as the size and standing of these distributors indicates. He knows also that he can rely on

prompt and complete filling of his orders. This is a point that weighs much in the automotive field—car owners have seldom been noted for their patience in waiting for repairs or replacements.

Satisfied on the points of buying and selling relationships, prospective dealer looks further. He finds that he can obtain real service in other ways. Battery repairs, and even the mere sales of new batteries, require technical knowledge and skill. In some instances he learns that he can send his battery men to the jobber's headquarters for instruction and training along these lines. This offers him an opportunity to develop his business from the function of a sales agent to that of a service station-and battery service adds considerably to his income.

Further than this, the salesbuilding and advertising co-operation offered by the distributor is emphasized in the advertisements. This, of course, is by no means unique, but this feature does count with the dealer. Indirectly it is impressed upon his mind that the product itself is excellent. "When such distributors handle this battery, it must be right," is the thought generated by this series.

In much the same way that the prospective dealer is "sold on the distributor" by these advertisements, the present dealers already under the distributor's wing are still further strengthened in their lovalty.

It has developed that some of the dealers did not know, or had forgotten in the press of business, that they could obtain constructive service from their distributors. These advertisements have set them to inquiring more into that branch of their relations-which is the beginning of more friendly intercourse. It has also been noted that the dealer feels a certain pride in being associated with a distributor whose business is being featured strongly in this way. Then, too, if he follows the entire series (as many have shown that they do), the realization

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grows upon him that he is working with one of a group of big houses—that the prestige of Gould distributors is nation-wide.

Besides aiding in solidifying the dealer-distributor link for the manufacturer, it is apparent that there is a secondary influence felt by the distributors themselves. These advertisements back up the manufacturer's efforts to help the distributor. When the jobber sees that a manufacturer is so obviously spending real money to aid him, a closer harmony results between these two forces also. The distributors are also interested in knowing what their neighbors are like. Since each distributor has an exclusive territory for Gould Batteries, this series cannot arouse the green-eyed monster among them.

This move of one manufacturer cannot, of course, be considered as a final answer to the problem of binding up the dealer-distributor organization, as each manufacturer has his own particular kinks to face. Yet it is, for this company, a step forward, and it offers food for thought to others pondering the same situation.

### Lester B. Smith Succeeds Gunnison

Lester B. Smith, Western representative of the Broadway Subway and Home Boroughs Car Advertising Company, New York, for five years, has been chosen sales manager to succeed Stanley E. Gunnison, who has engaged in the advertising agency business. The president of the company is Joseph P. Day. Mr. Smith was sales manager of the Frank M. Whiting Company and manager of the wholesale department of Gorham & Company prior to associating himself with the company which he is now chosen to manage.

### Two New Accounts for Hoyt's Service

The Greist Manufacturing Company, of New Haven, Conn., and Salmond, Scrimshaw & Company, of Arlington, N. J., have placed their advertising accounts in the hands of Hoyt's Service, Inc., New York.

The Greist company manufactures attachments for sewing machines, and various other articles. Salmond, Scrimshaw & Company, which until recently went under the name of Salmond Brothers, are construction engineers.

### Advertised Food Products Get Cream of Produce

C. T. CHEEK & SONS INCORPORATED WHOLESALE GROCERS

NASHVILLE, TENN., Aug. 7, 1920. Editor of PRITERS' INK:

We have been engaged in the jobbing grocery business for thirty years. Up to eighteen months ago we were strong believers in private labels. Under present conditions, however, the jobber situated as we are, is standing in his own light if he does not handle nationally advertised products. Prior to the war most manufacturers

Prior to the war most manufacturers of food products had not realized the importance of national advertising, and the result was that they did not have sufficient demand for their own brands to justify packing these brands exclusively. Of course these manufacturers were glad to receive business under the jobber's private brand.

These same manufacturers to-day by consistent advertising have established such a demand for their own brands that the average jobber is unable to connect with the most reliable packers for the jobber's private label. He is forced to hunt in the "high-ways and by-ways" for sources of doubtful nature.

There are two sides to every question, and large jobbers located in cities like New York and Chicago are simply forced to work their own private labels. It would be impossible for them to come to Nashville or any other surrounding city and make any headway selling nationally advertised food products. As these very slarge jobbers located in the huge trade centers are a small minority of the grocery jobbers, we feel safe in our assertion that it would be to the advantage of at least ninety-five per cent of the grocery jobbers to handle nationally advertised food products.

C. T. CHEEK & Sons.

### K. H. Bronson Joins Square D Company

Karl H. Bronson has joined the Square D Company, Detroit, manufacturer of the Square D Safety Switch, as director of research engineering.

as director of research engineering. He was formerly affiliated with Dodge Brothers, Detroit, in sales promotion and advertising work, and later engaged in similar work for the Packard Motor Car Company, Detroit, from which company he resigned to join the Square D Company.

### Hansen Glove Makers Appoint Agent

Critchfield & Company, Chicago, have secured the account of the O. C. Hansen Manufacturing Company, Milwaukee, manufacturer of Hansen gloves. A newspaper campaign covering Wisconsin is being prepared. , 1920

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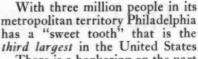
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Selling Candy in

# Philadelphia With three million people in its



Seal of Philadelphia There is a hankering on the part of "nearly everybody" for "something good" and the confectioner is called upon to supply it.

Chocolates, bonbons, nut-candies and particularly confections that tickle the palate and meet that craving for something out of the ordinary find ready sale among men, women and children.

When Dad goes to the cigar store he's also a ready customer for sweetmeats, and Mother and the children succumb easily to the wares of the candy store and the druggist.

Distribution for any line of good confectionery may be had in Philadelphia through:

598 retail and wholesale candy stores. 1,085 retail and wholesale druggists.

2,270 retail and wholesale cigar and tobacco dealers.

## Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

## The Bulletin

Net paid average circulation for the six months ending April 1, 1920, as per U. S. Post Office report, 466,732 copies a day.



No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin. Last year 1,700 locomotives and 132 seagoing ships were "Made in Philadelphia."



## SCRIPPS NEWSPAPERS

## The Los Angeles Record

Established in 1895

THE Los Angeles RECORD is the fastest growing newspaper in the fastest growing city on the Pacific coast.

For the first three months of 1920, as compared with the same period of 1919, the RECORD'S circulation increased 27.7%.

The RECORD reaches more permanent homes which take only one newspaper than do any other two Los Angeles papers combined.

The RECORD covers, by carrier, approximately 71% of the Vernon District, in which live the ship-builders, skilled mechanics and other well-paid workmen.

THE RECORD covers, by carrier, approximately 52% of the Central District, in which live the well-paid railroad workers.

The RECORD covers, by carrier, approximately 50% of the Eastern Section in which live the skilled and prosperous workmen of other industries and also smaller business and professional people.

The RECORD is strong in all those sections of Los Angeles where the population is most responsive to advertising.

The RECORD'S increase in advertising, for the first three months of 1920, as compared to the same period of 1919, was 41.4%.

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## SCRIPPS NEWSPAPERS





ircula-CRIPPS Newspapers are "homefolks."

> They reach a million American homes every evening.

> Send your advertising "home" thru these twentytwo efficient newspapers.

## The twenty-two Scripps newspapers are:

Akron Press Cleveland Press Cincinnati Post Columbus Citizen Covington (Ky.) Post Dallas Dispatch Denver Express Des Moines News Evansville Press Houston Press

Los Angeles Record

Memphis Press Oklahoma News Portland (Ore.) News Sacramento Star San Diego Sun San Francisco Daily News Seattle Star Spokane Press Tacoma Times Terre Haute Post Toledo News-Bee

## Scripps Newspapers

Foreign Advertising Department Union National Bank Building, Cleveland, Ohio

New York Office: MARBRIDGE BLDG. Chicago Office: 1st. NATL. BANK BLDG.

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## July Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of July, 1920.

Automobiles The Daily News, 68,657 lines. Next highest score, 63,035 lines.	THE DAILY NEWS	FIRST!
Books	THE DAILY NEWS	FIRST!
Churches	THE DAILY NEWS	FIRST!
Clothing The Daily News, 170,830 lines. Next highest score, 169,155 lines.	THE DAILY NEWS	FIRST!
Department Stores The Daily News, 329,465 lines.  Next highest score, 266,622 lines.	THE DAILY NEWS	FIRST!
Out of the Loop Stores The Daily News, 38,749 lines. Next highest score, 15,796 lines.	THE DAILY NEWS	FIRST!
Foodstuffs The Daily News, 45,488 lines. Next highest score, 31,592 lines.	THE DAILY NEWS	FIRST!
Furniture The Dally News, 38,189 lines. Next highest score, 26,636 lines.	THE DAILY NEWS	FIRST!
Household Utilities The Daily News, 7,526 lines. Next highest score, 6,430 lines.	THE DAILY NEWS	FIRST!
Musical Instruments The Dally News, 29,451 lines. Next highest score, 26,646 lines.	THE DAILY NEWS	FIRST!
Shoes The Daily News, 38,833 lines. Next highest score, 33,798 lines.	THE DAILY NEWS	FIRST!
Tobacco The Daily News, 21,540 lines. Next highest score, 19,976 lines.	THE DAILY NEWS	FIRST!
Total Display Advertising - The Daily News, 1,035,287 lines. Next highest score, 717,765 lines.	THE DAILY NEWS	FIRST!

IN NEARLY EVERY IMPORTANT CLASSIFICATION

## THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

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## Helping the Dealer Who Does Not Sell Your Goods

New Phase of Dealer Co-operation by General Electric Company with a Dealer Who Had Never Handled Its Line-And What Came of It

## By Roland Cole

SPLENDID work is being done by many manufacturers in assisting their dealers to remodel their stores and improve their service. A few large concerns now have departments or special representatives whose work it is to devise plans for the rearrangement of dealers' stores. In the case of one or two manufacturers dealers are invited to ask for advice on details of store management or equipment. The dealer may submit, if he desires, a sketch of his present place of business to the manufacturer, who will send him in return a sugrearrangement. Still other manufacturers send a representative from the factory to the dealers' town, who surveys his store and later sends him, from the home office, a complete set of working plans and specifications covering the suggested

renovation. The importance of effective display in furthering the sale of merchandise is the big thought that lies at the bottom of this whole movement. No matter how efficient a dealer may be as a sales agency, his sales will be greater if he supplements his efforts with merchandise attractively displayed. Manufacturers are everywhere finding that it pays to spend more and more time at the display counter studying the countless details that affect the act of making a sale. Dealers differ in their ability to pile up sales volume, but even the most enterprising and aggressive dealers sometimes overlook many seemingly unimportant things in their understanding of the best way to display a manufacturer's

For example, a certain dealer's sales of chewing gum amounted

ages a week. As compared with other dealers in the same territory, this was an excellent showing. The manufacturer discovered, however, that by making a slight change in the dealer's method of displaying the gumplacing it at both ends of the counter instead of in the centre only-sales almost immediately jumped to five gross a week. As this, was a great deal more than a one-hundred-per-cent increase, it was evident that one end of that counter was a better selling point than the other end or the middle. Further experiment disclosed that one end was of no value at all, and by using the middle and the other end, a sales volume of over six gross was reached.

### HOW G-E IS HELPING

It will be of interest to many readers of PRINTERS' INK to know to what extent work of this kind is being carried on by the General Electric Company. For some time this concern has been active in assisting its dealers toward store betterment. Such work had been a natural development in the growth of the company's business. As is well known, this concern manufactures an extensive line of electrical devices and appliances, which are sold through electrical stores. Much of the work of the company in assisting dealers to improve the physical arrangement of their stores had naturally been confined to the dealers who sold the company's goods and who, there-fore, had an established relationship with it.

This sort of co-operative work with dealers has, of course, been profitable. It has resulted in increased sale to dealers, and the dealers have, of course, benefited

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in proportion. Then the company decided to try an experiment in dealer co-operation with a dealer who had never purchased any of the company's goods. A G-E representative strolled into this dealer's store one day, as he had many times before, and learned that the dealer contemplated a change in location. The representative manifested interest. The new location was pointed out, particulars were described and difficulties referred to. From a traffic point of view the new location was admirable, but the building was old, the store front antiquated and the inside quarters old-fashioned and poorly arranged.

### COMPANY OFFERS PLANS AND SPECIFICATIONS

"I am going to spend a lot of money in remodeling that store," said the dealer. "I do not care how much I spend, but I want it right. When finished, it will be the best electrical store in this town."

Here was an opportunity that the G-E company took advantage of at once. The dealer was asked if he intended to have his store conform to correct modern practice in electrical merchandising. Certainly. He wanted it to embody the best and the latest that skill and experience could

"Why not let us help you?" queried the G-E man. "We know the best practice in electrical store arrangement. will send you complete plans and specifications. They will cost you nothing. Moveover, our man will supervise the alterations without cost. If you are pleased with our suggestions, adopt them; if not, reject them and you have lost nothing. If you adopt them you are under no obligation to us. On the other hand, if you are pleased and desire to show your appreciation we will be glad to have you purchase some of our goods. There is no compulsion about it."

The manufacturer offered a form of service which embodied

the experience of masters in electrical merchandising. It was a specialized knowledge, with its whole application centred on the particular needs of that dealer. To turn down such an offer is not in human nature.

company representative came with the plans and specifications. The dealer's new store had one large window with an entrance at the side. The store next door, occupied by a milliner, was similar to his with the en-trance adjoining. The first rectrance adjoining. The first rec-ommendation of the G-E man was to alter the store front by replacing the single window with a double window and a middle entrance. This the owner obiected to. The representative therefore made a suggestion for the treatment of the single window which completely altered its aspect.

## DOUBLE DISPLAY FROM ONE WINDOW

The baseboard of the window from the glass to the sidewalk was changed from wood to white Right across the front of both stores, above the show windows, was a section of prismatic This was removed above the dealer's window and replaced with regular transparent plate in order to utilize this space for display purposes. Inside the store and directly behind this upper section of the window a mezzanine balcony was built in. This permitted the dealer to make two separate window displays, one at sidewalk level and one above it.

Why one above it? Because the lower display would only be seen by people passing the window on that side of the street. A crowd before the window or autos parked at the curb would shut off the view from the other side of the street.

The show window proper was reconstructed in accordance with G-E knowledge of proper depth and proper background.

In the back of the store a wide staircase led to the second floor, which in times gone by had been used as a dance hall. This floor 1920

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or, en was charted into sections, each section consisting of a rug, an easy chair and a small table. Each one of the sections was devoted to some particular device or appliance, such as an electric heater, a cooking range, an electric toaster, a dish washer, an electric chafing dish and the like.

Other details were carried out with similar care and in accordance with the established principles of efficient store arrangement that have been accepted by the company.

STORE BETTERMENT PREACHED
CONSTANTLY

The company's representative went to the town and stayed there continuously for five weeks personally supervising the renovations. The dealer was glad to let him take complete charge. When all was finished, a very unusual and attractive store was the result—a store which in itself would be a valuable agent in the

selling of electrical merchandise. The dealer's gratitude to the company was expressed in a way that was entirely satisfactory to both sides—the purchase of G-E goods. The location proved to be a highly desirable one and sales have exceeded even the dealer's most sanguine expectations. The store is to-day one of the most efficient in the company's whole list. As an experiment the policy was a success.

Many of the details carried out in the store just discribed are by no means new, Propaganda on efficient store arrangement is being carried on by the company all the time. Liberal space is devoted to this subject in the company's magazine, "The G-E Advertiser." Good practice in store arrangement is discussed from issue to issue, photographs of excellent stores are shown, company's services to its dealers are described. Dealers are invited to submit plans or sketches of

# The George L.Dyer Company 4.2 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

**Publicity and Merchandising Counsel** 

Aug.

their store together with any other necessary information, and they will receive suggestions for improvements, and if occasion demands, complete layout for the store and for its windows. Here are many of the things

Here are many of the things discussed: Broken sidewalks; store fronts above or below the street level; counters and shelving; storerooms; work-shop and office location; signs; construction of windows; arrangement of counters; location of appliances, and so forth.

### DOES IT PAY?

All of which shows what manufacturers are thinking about. What the manufacturers are thinking about to-day will be an established fact to-morrow.

Are you standing aloof from your dealers? Are you thinking they must come to you and ask you for help? Not only that, but that they must bring you some of the wherewithal in their own hands as an evidence of good faith?

Most manufacturers do not think so. They go out and look for the dealer. They "sell" him on his own lack of enterprise. From a man that knows not, and knows not that he knows not, they change him into a man that knows not. It is good business. Moreover, if you do not do it, some of your competitors will.

### New General Manager for Geo. D. Bailey Co.

Frank C. Kip, formerly sales promotion manager of the Packard Motor Car Company, has disposed of his interest in and resigned as president of the Automotive Products Corporation, Calif., to become general sales manager of the Geo. D. Bailey Co., Chicago, service division for Shafer Roller Bearings. He will have entire charge of sales and advertising.

### Frey Makes Further Additions

N. C. Wyeth, Hamilton Williams and Elizabeth Van Zandt have joined the staff of the Churles Daniel Frey Company, of New York and Chicago, in addition to several others whose accession to the Frey staff, has recently been announced in Printers' Ink.

## Mexican Publisher Talks to Advertising Men

GENERAL SALVADOR AL-VARADO, publisher of El Heraldo de Mejico and Secretary of the Treasury of the provisional Mexican Government, last week addressed the Pan-American Division of the A. A. C. of W. at a luncheon meeting at the Biltmore Hotel, New York. He gave an optimistic account of conditions in Mexico and made an earnest plea for a better understanding between his country and the United States.

The Hon. John Barrett, director-general of the Pan-American Union, was chairman and said the Division could be one of the vital factors through its close touch with publishing and advertising interests for a better understanding, trade and cultural relations with our Southern neighbors.

Other speakers were Hon. Federico A. Pezet, Ambassador from Peru; Herbert S. Houston, former president of the A. A. C. of W.; Isidoro F. De Mora, publisher of La Revista del Mundo, in Madrid, and W. P. Green, organization secretary of the National Vigilance Committee of the A. A. C. of W.

Vice-Chairman Houston announced that a general meeting would soon be held for the purpose of submitting the final constitution and by-laws, which had been submitted to the Executive Committee and duly approved. Permanent officers and committees will be elected on that occasion.

### Raymond Hawley Elected Vice-President

Raymond Hawley, who has been with the Keystone Motor Truck Corporation, Philadelphia, has been elected vice-president of the Technical Advertising Service, Inc., New York.

### New Account With Ayer

The United States Printing and Lithograph Company, of Cincinnati, Brooklyn and Baltimore, has placed its advertising in the hands of N. W. Ayer & Son. A national advertising campaign is being planned.

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## Franklin Was Right

Benjamin Franklin writing from Paris to his nephew in Philadelphia said—"and as you will before that time have come to believe it is a very decent warrant of stability to serve one thing faithfully for a quarter of a century."

THE PEOPLE'S HOME JOURNAL is now in its thirty-fifth year of continuously serving faithfully the best reading needs of the American home as seen and charted by its founder, F. M. Lupton.

Thirty-five years is not a great age when compared with the pyramids but it is, as Franklin said—"a very decent warrant of stability."

## The People's Home Journal

For 35 Years the Magazine for Every Member of the Family



## BABSON Sizes Up the Farm Market

BABSON'S Statistical Organization, who make a specialty of reports on fundamental business conditions, wrote to the National Farm Power under date of June 24, 1920, in part as follows:

"In our opinion the outlook for farm sections is relatively very good. These will be among the last regions to feel any general business reaction. In fact, we are recommending to all our clients that they should give special attention to the farming markets in view of the recent tendencies toward dullness in the industrial centers. The farmers were somewhat slow to participate in the great period of prosperity that has prevailed during the past few years, and according to the law of equal and opposite reaction we anticipate that the farmers will be among the last sections to suffer a decline. If this forecast is correct you undoubtedly are in a very strong position for urging upon your advertisers the importance of farm publicity."



## Here is Fertile Territory

Approximately 86% of FARM AND HOME'S circulation of 650,000 is contained in the 28 greatest farm-wealth producing states of the Union. These states comprise a little more than ½ of the total area of the U.S.—but contain:

Over 1/2 of the farms

Over 1/2 the farm acreage

Over 3/3 of the improved farm acreage

and the farms in this territory average 89 acres, as against an average of only 55 acres for the rest of the country.

## Think It Over

Meanwhile get all the facts about this active farm market. Consult your advertising agency or write us.

## FARM-HOME

The National Monthly Magazine of Rural Life



PHELPS PUBLISHING COMPANY

Member A. B. C. Springfield, Mass.

Chicago

New York

## Try it out in Representative Milwaukee

## Living Copy

Advertising concentrated in The Journal works night and day to move your goods. Long after publication, it lives in the consciousness of its readers because they have faith in The Journal—its news, its editorials, its advertising.

For 38 years the people of Milwaukee have believed in The Journal. To them The Journal is a guarantee that your product is *right*.

This reader confidence is a mighty thing to promote the sale of your merchandise. With the use of The Journal alone you can secure the confidence of Milwaukee because four out of every five English-speaking families in the city read The Journal seven days a week.

Ask for particulars of Journal cooperation and market information in relation to your product.

## The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives
New York Chicago

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## Advertising Brings Corduroy Back with a Wallop

Also Proves Wisdom of Not Competing with Yourself, Says Manager of Crompton-Richmond Company

## By Edward T. Tandy

THE often-discussed question of whether it is possible to bring back a product after it has once completely lost caste gets an interesting answer in the case of domestic corduroy. Bold advertising has not only brought back American-made corduroy, but has established for it a market such as was never dreamed of in its former days.

No more inspiring story than that which lies behind this astonishing revival of corduroy could possibly be told to the man in doubt to-day as to what to do. It spells, "Go ahead!" in every line of it. Markets can be built, no matter what the circumstances. if the builder go rightly to work -and no magic wand is needed other than that of courage, common sense and determination.

Time was when everybody in the business would have laughed outright at a suggestion that advertising could help in the corduroy field. The feeling that such an idea would be absurd was so definite, no one could have conceived the thought of advertising corduroy, even in the days when its name was good. But again it has been found by the men who dared to try it, that success, and in this instance a very big success, awaits those who can see a way to make the commonplace different and the way correctly to advertise it.

What has been done by the Crompton-Richmond Company has more than blazed a path to a big market for domestic corduroy. It

has set an example.

According to tradition, based upon its name, corduroy was originally a cloth favored by kings. In England it has always been the choice of smart sets among men for riding breeches and shooting coats. It has also had many popular seasons across the water for fancy waistcoats. In this country it was never exactly fashionable, and it was not expected to be; but it may be yet. In Norfolk jackets it is seen now on golf links in the East. In the West it is the smart thing among women for riding habits.

Down to a dozen or fifteen years ago there was a fair and steadily growing market for American-made corduroy. Then suddenly it lost its popularity. A boy, clothed by his parents in corduroy, was apt to find himself very unhappy -made so by the gibes of his

companions.

Corduroy of domestic production went into the discard because it had been deprived of everything that even the most callous of salesmen could venture to call quality. It became so poor one could see through it—and no need to hold it up to the light, either. To cover up the deficiency of weight in cotton, the manufacturers loaded the poverty-stricken cloth with starch size-and the size was so bad it gave the corduroy a disagreeable odor. And that completed its downfall. The manufacturers now see the mistakes they made.

NO FIXED STANDARDS, APPARENTLY, OF ANY SORT

"This was how the corduroy trade was ruined," explained Charles J. LaMothe, manager of the Crompton-Richmond Co., maker of the Crompton All-Weather Corduroy. "There were only four makers of corduroy in this country, and we all went after the business on the same plan—the good old method of 'cut price, cut quality, cut anything, but get the orders.' We were completely in the hands of a few big buyers. In those days nobody knew any

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better or at least did any better. "What was the result? The biggest users of corduroy called the four corduroy makers to their office all on the same day, but at different hours, and prices were fixed that day for all of us. The first to be called in would show his samples. The standard was, say, a ten-ounce cloth, and the price, say, \$1 a yard. Before the day was out, though sometimes it took a week, all four of us had been bamboozled into accepting, say, ninety-five cents a yard instead of \$1, but for a cloth of, say nine and seven-eighths ounces instead of ten ounces. We were all pleased-we had all got some business. But we would all have got exactly the same business anyway if we had had the courage to stand out for the quality and price of our goods. What, however, was five cents and an eighth of an ounce when you feared the other fellow would get the order?

"The next year it was the same—but the price went, say, to ninety cents and the weight to eight and one-half ounces. The year following the same trick was played—and the price went to, say, eighty cents and the weight to eight ounces. And every year that happened; and then eventually—and, mark you, we did it, as we thought, to retrieve the market which had begun to fall off—the price went still lower and the weight became still less. Instead of saving our market, as we fancied we were doing, we killed it completely.

"Lowering the price and then reducing the quality of the goods to meet the price did not form the whole of our troubles, either. We would take an order for, say, 3,000 pieces. Quality, date of delivery? They were mere details to be left until later in the season. we would try to figure out from previous years the quantities of the different qualities requiredmade thirty-four different qualities in those days, heaven help us !- and the mill would get to work. But when delivery time arrived we found that our customers wanted an entirely different assortment of qualities, and in the end part of the original order—which had never been a real order at all—was canceled; and we had to go out and start selling over again the goods we thought had been sold.

"That sort of trouble was with us until after we had started to We soon discovered advertise. that our advertising was giving us an entirely different position with our trade. Previously we had had to seek the garment manufacturing trade and sell; now the manufacturers began to seek us and buy. That made a tremendous difference, and we made that change bring a reflection in a new order form. We found we were strong enough to put an end to orders that were nothing but permits for cancellations. We were able to insist that every order should state definitely quantities, qualities and dates of delivery.

### NOT ORDERS AT ALL

"Just recognize the enormous difference that that little change makes. Before this, when a man wanted to cancel, what could we say? What had he ordered—3,000 pieces? Yes, but 3,000 pieces of what? It was not an actual order at all, not an order we could enforce. 'What quality of cloth would you supply?' the Court would have asked, and our only reply could have been, 'We didn't know what was wanted.' We might just as well admit at once the fact that we hadn't an order, but only a promise.

"But that is only a very small part of the difference brought about by the definite order basis of doing business which was one of the early results of our advertising. See what a difference it makes at the mills?' We know now exactly what we have to make. The mills don't run on speculation any more, and we don't have to sell goods twice.

"Then there was another important change resulting from our advertising. We reduced the number of our qualities from thirty-four to eight. That considerably increased our business. I hope

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to get the eight down to only two. That will, I think, increase the business still more.

"When, about four years ago, e decided that we would try advertising, we looked around for something to advertise. We deeded upon corduroy, but we knew that to advertise corduroy wasn't going to make anybody sit up nights to write home about it. We were then making a twelve-ounce doth and were beginning to have musiderable success with it, relatively speaking. It was a real good, substantial cloth. Still we were pretty sure there was nothing in it we could advertise. Everybody else could make a twelve-ounce cloth exactly as good as ours. We'd got to find an advertisable distinctiveness.

"Eventually we struck upon the idea of making a processed cloth which would be water-resisting and yet remain perfectly porous We made many experiments, and in the end discovered a satisfactory process. You can pour water on Crompton All-Weather Corduroy, rub it in or beat it inof course it will go in-but in a very little while, a few minutes, the cloth dries out and is as soft as before.

"When we had secured our process we haid to find a name We selected for our new cloth, 'All-Weather,' considering it an apt description and sufficiently at-It has this advantage -men who had worn corduroy knew that it was bad in the wet; a garment wet through would not be dry enough to be worn again for a day or two. 'All-Weather,'

therefore, tells our story pretty clearly.

had, however, another "We problem in connection with the name. Should we say, 'All-Weather Corduroy' or 'Crompton All-Weather Corduroy'? We decided to add the name Crompton for this reason: we felt that if we did succeed in building up any good will by our corduroy advertising, we could, by using the firm name, cash in on that good will for any other material we might wish to advertise later, such as, say Crompton velveteens. "The use of the firm name proved a very happy idea, but it brought out a remarkable and interesting condition. We found that we were competing with ourselves, hampering the success of the very product we had specially developed to advertise and

build on.

"At that time we were making the twelve-ounce cloth both processed and non-processed, and the non-processed was five cents a yard cheaper. It was impossible for a consumer customer to tell which was which until out in the rain with the cloth on-then he soon knew. We saw that if he got non-processed, when he thought he was buying processed, he would be a very disappointed man and our business would be injured.

### LIKE CHANGING HORSES MID-STREAM

"The non-processed at the moment represented 80 per cent of our business in the twelve-ounce cloth. But we decided to drop it and make only the 'All-Weather.' That was a difficult decision to make, as it seemed at the time, but it proved to be one of our We ceased to compete wisest. with our own exclusive and advertised processed cloth, and the result was that, far from feeling the loss of the 80 per cent that the non-processed had stood for, our business quadrupled itself the next year.

"From the first we decided that if we advertised we would do so in a large way. But our big problem was how to do it. We solved that problem by deciding to advertise, not our material, but the garments made from it. Then we hit upon the idea of corduroy suits for boys. That was really the great idea. It has met with

immense success.

'Count back four years and recall what has been done by others since we put boys' suits in big space, colored pages and other such advertising items. 'Boys' Departments' have opened. boys' suit makers are advertising. Even a boys' department trade paper has come into existence.

"More important for us is the changed condition of our trade. Right through we have rigidly kept our advertising copy strictly within the limits our material could easily reach. We have never made a promise that the corduroy couldn't fulfill. That is part of the cause of our advertising success. The consuming public have come to know this.

"Consequently, garment manufacturers using our cloth are only too glad to use our label and to advertise that they sell Crompton corduroy goods. Dealers do the same. Our advertising has redeemed us from the mercy of the few big buyers. We are now masters of our own business. We have a well-established good will and can figure ahead with ease and certainty.

"That is how we brought American corduroy back. Boys no longer feel disgraced if dressed in corduroy. They ask for Crompton corduroy suits and are proud of them. We know we can hold to our quality and get our price.

"Don't get the idea we had no difficulties. We had plenty of them. At first our salesmen kicked, and kicked hard. They were sure that advertising meant the ruin of their jobs. They have found to their surprise that it has made their lives more agreeable and brought them more money. They kicked again, and thought we had gone crazy when we dropped the non-processed cloth, but they soon found that I was right.

"But I shall not be completely satisfied until we have reduced our present eight qualities to only two—the twelve-ounce cloth for men and boys and ten-ounce cloth for women—and at most two or three colors, say brown and grey.

"We now know for a certainty what was only a belief with us when we opened our first consumer campaign. Get your business based on high quality, back it with advertising which will obtain consumer appreciation and demand, and you have it on a sure foundation that will withstand any sort of shock."

### Publicity Defeats Truck Makers' Strike

A FTER being handicapped for several months by the machinists' strike, truck manufacturers in the Cincinnati, Ohio, territory are beginning to settle down to normal conditions and are getting their plants working smoothly on the non-union basis. "The United States Motor Truck Co., which had a very hard fight and which was one of the first to resort to the injunction, has just revealed one of the methods it used in fighting the strike and enlisting public sentiment," according to Automotive Industries, which publication says:

"At a meeting of the Northern Kentucky Employers' Association, H. H. Southgate, of the truck company, urged the use of page advertisements in the daily papers with a follow-up campaign by mail. These advertisements were then reproduced in a four-page folder and mailed to over 20,000 people. Every wife of a machinist was on the list, and this is said to have been one of the best cards played, for the wives of the strikers were made acquainted with the real facts in the case.

"Many of them took a decided stand against the strike and used their influence in getting the men back to work. Manufacturers, storekeepers, ministers and school teachers also received copies of these folders, as well as other men and women of influential positions. The results were most satisfactory and this method of peaceful persuasion is believed to have had even better results than the court action."

### Eberhard Agency Has Cereal Product Account

The Geo. F. Eberhard Company, of San Francisco, has secured the advertising account of the Cereal Products Refining Company. General campaigns featuring the following products are being planned and inaugurated: Cereal Malt Syrup, for bakers, Peerless Yeast, Oro Syrup, Alta Syrup, Cerex Syrup, C. & P. Syrup, Peerless Malt Conceptrate and Peerless Grain Vinegar.

## The "Once-a-Year" Opportunity

To get your sales message before electric railway buyers when interest in equipment, supplies and services is at its peak.

On October 2nd the Annual Convention Number of Electric Railway Journal will be issued.

On October 11th to 15th the Annual Convention and Exhibit of the American Electric Railway Association will be held at Atlantic City.

On October 16th the Annual Convention Report Number of Electric Railway Journal will be issued.

The Electric Railway Journal reaches from ninety-eight to ninety-nine per cent of the buying power of the industry. The guaranteed circulation of the Convention Number will be eight thousand copies.

The Report Number will be in the mail twentyfour hours after the last session. It will contain abstracts of all papers presented and report the discussions concerning them.

To cash in on this opportunity you should make every effort to keep complete information about your products before the eyes of the industry. Strong representation in the advertising pages of the Convention and Report Numbers is most essential.

#### Electric Railway Journal

One of the II McGraw-Hill Publications Tenth Avenue at 36th Street, New York

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## Turning a useless cover into a salesman

A combined container and display box

EADING manufacturers in various industries have recently enlisted a new kind of salesman. They have found a counter display box which meets the customer at the counter and makes him buy.

It is the new Tinsley display container. The Tinsley, on its arrival in the dealer's hands, seems but an ordinary container—just as compact, just as simple, taking up no more room.

But its cover is a very ingenious device. The dealer, by the mere act of opening it, transforms it into a remarkable display box.

For the manufacturer it does away with the extra expense of a special display box, for the dealer it involves no extra work of transferring

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articles from one box to another. Direct from the manufacturer to a place of full display on the counter, it helps crown with success the work of sales-force and of advertising.

This patented container was designed in our factory. It is but an instance of the ingenuity and mechanical skill which characterize the Robert Gair Company's entire line: Folding boxes, Labels, Shipping cases, Window display advertising.

#### Packages for a billion dollars' worth of goods

We have designed packages and shipping cases for all kinds of products: toilet articles, food products, medical dressings, ink, safety razors, vacuum cleaners, automobile inner tubes.

Each had its packaging problem which we solved—by an ingenious device to lock the contents in its carton, a new design of a character suited to the high quality of the merchandise, a special ink to insure uniformity of color or a guarantee of adequate resources to keep pace with large scale production.

These are some of the reasons why more than a billion dollars' worth of merchandise was carried last year in Gair folding boxes, in Gair shipping cases, and under labels made by the Robert Gair Company.

Our plant is the largest of its kind in the world. With its facilities we are prepared to offer a complete service for packaging and displaying your product—labels, folding boxes, shipping cases, window display advertising—giving unity to your packages from factory to consumer.

#### ROBERT GAIR COMPANY

BROOKLYN

Folding boxes

Labels

Shipping cases

Window display advertising

WHAT MAKES A GREAT NEWSPAPER?

He may, and he may not be elected president, yet

## Cox Can Pick a Great Newspaper



"The Indianapolis News is a marvelous newspaper, founded on the principle of giving the people the news, no matter what the expense.

"I send men over to Indianapolis twice a year to study the system."

Statement made by Governor Cox since nominated for President on the Democratic Ticket. Particularly significant since the News is an independent paper with Republican leaning

## The Indianapolis News First in National Advertising in Six-Day Evening Field

New York Office DAN A. CARROLL

Tribune Building

FRANK T. CARROLL Advertising Manager Chicago Office J. E. LUTZ First National Bank Bidg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

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#### The Present Coal Situation as It Affects Sales and Advertising

Next Winter's Coal Supply Not Yet Cause for Apprehension-Availability of Anthracite Will Help Shortage of Bituminous

By J. G. Condon

FOREHANDED executives are now wondering to what extent a possible shortage of coal next winter will have a bearing on the advertising appropriation. The miners' strike of last November, the "outlaw" strike of railroad employees this spring, the shortage of cars, the scarcity of coal in Europe, all these elements have interposed successive checks to the efforts of the mine operators to keep even with the requirements of the country.

What is the present situation with regard to bituminous coal? There must be fuel if there is to be manufacturing. The ability to manufacture determines the nature of the sales plans. Both affect advertising. A shortage of coal, therefore, might hold up consideration of the advertising plans until too late to adapt plans to conditions.

Coal, consequently, is a subject of outstanding importance at the present time to all business men. Textiles, food manufacturers, automobile builders, the machinery trade, all have their own individual problems to worry over, and in addition, as a whole, they have one big general problem—what about next winter's coal

After every possible element entering into the present situation has been thoroughly canvassed, the fact remains that we are now experiencing the most serious results of that miners' strike that flourished so successfully for a couple of months last fall. Investigation reveals that that affair is more responsible than anything else for present-day conditions. Of course there have been contributing causes—outlaw strikes on the railroads, for instance, helped immensely in making the situation what it is, but had it not

been for the big strike which brought all of the soft coal mines to a standstill last November, the outlaw strike could not have accomplished nearly so much damage as it is now credited with.

#### WHERE THE TROUBLE BEGAN

When the strike really ended and the men actually went back to work, the country was in a serious condition for fuel. The East was not so badly off as the West, and right then came about a situation which has served to plague coal and railroad men ever since. The Central West was particularly hard up for coal. The suspension of mining in the territory ordinarily supplying it had been far more complete than in the East, and it was important that coal be rushed there with all possible speed. The mines of Pennsylvania and West Virginia, which under ordinary circumstances send their product East, were called upon particularly in this direction. As a result, thousands of cars belonging to railroads serving these mines, and which normally remained continuously in the East in more or less shuttle service, were sent west laden with a commodity which was vitally needed.

Those cars were extremely long in returning to the rails of the lines owning them and needing them badly to take coal to the big centres of the East. Hardly had the strike ended before the country was compelled to suffer the worst winter in its history from the standpoint of railroad operation. Snow, low temperature and more snow bring railroads to a standstill quicker than anything else, and for weeks transportation moved at a snail's pace. The cars which had gone West with coal remained there.

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waiting a more favorable opportunity to be returned East. With every pound of tractive power of every locomotive in demand for the movement of commodities needed immediately, it is not surprising that empty coal cars, no matter how badly they were desired, were allowed to remain on the sidetracks. It is difficult to put a loaded car on a siding and give its place in a train to an empty one.

When old Boreas began to slow up a bit and there came an occasional day when it did not snow. railroad men began to perk up. It looked as if the time to get those coal cars moving again was at hand. Just as the stage was set for the grand return, first the switchmen and later other classes of railroad employees, decided they could not wait longer for increases in pay for which they had been clamoring for months, and went on "vacations." And this served to delay further the return of the coal cars.

There are other reasons, of course, for the shortage. In the first place, there are not enough coal cars to take care of the nation's fuel supply at the peak of the load, or any place in the neighborhood of the peak. Cars are wearing out yearly, and in recent years, particularly during Government control, have not been replaced, much less has their number been increased. The same thing is true, to an extent, with regard to engines to haul them.

It is probably safe to draw the conclusion that the car supply is the principal cause of the present difficulty. Bituminous coal mining is absolutely dependent upon an adequate car supply. Coal cannot be brought up from the bowels of the earth and stored alongside the mouth of the mine as products of most other factories may be stored. Its very nature will not permit of this being done with any degree of safety, because of the danger of fire, and in any event the results of such a storage would be disastrous from an economic standpoint. Every loading and unloading of coal means

a reduction in the quantity and quality, and good business methods demand that coal loaded into a car remain in that vehicle until it is as close to the point of ultimate consumption as is possible. Of course, conditions often make it advantageous to effect considerable savings in freight rates, etc., by trans-shipping coal from cars to boats, when a considerable trip by water is possible, but this is probably the only excuse likely to meet the approval of the coal economist.

Since the end of the strike, the operators of bituminous mines have made a remarkable effort to catch up. It is declared that the output has been limited only by the car supply. How serious that shortage has been is indicated by the fact that since the first of April the production of bituminous has averaged about 9,000,000 tons a week, whereas to meet the existing situation the country over, it is imperative that the production reach the figure of 11.500,000 tons a week.

#### STILL TWENTY MILLION TONS BEHIND

This does not mean that the mines are falling down on the job. On the contrary, they are producing more than in 1919, despite the car shortage, and the railroads of the country during the present year, at the time of the last check, only a few days ago, had moved some 50,000,000 tons more than in the same period last year. But the difficulty is that the miners are facing the necessity of making up at least 20,000,000 tons of lost bituminous production and also of building up adequate reserves for the coming winter.

It is this condition of affairs that has recently brought about drastic action upon the part of the Interstate Commerce Commission, functioning in the stead of a Fuel Administrator, for the protection of certain sections of the country where coal conditions were regarded as particularly serious.

Take the Northwest, for in-

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routed by rail to the important ports on Lake Erie and then moved by steamers to the larger cities of Lake Superior for further rail movement to interior eints. But transportation on the Great Lakes is far from an all-Navigation year proposition. comes to a close early in December. If the Northwest has not received its full winter supply by that time it is in a bad way. The mal would have to go entirely by rail, be subjected to all the delays attendant upon passing through the congested yards and winter conditions which would be encountered en route, and in the end. because of the high freight rates, would cost so much as to be beyoud the reach of the ordinary manufacturer or domestic consumer. A somewhat similar condition

sance. Coal for this section is

exists with regard to New England. Gateways to this great manufacturing centre of the United States are remarkably few in number and the facilities they enjoy are most of the time inadequate for the business, other than fuel, moving into New England's classic precincts. Because of this condition, to say nothing of the fact that it affords cheaper transportation, the big manufacturing centres of the coast particularly depend almost entirely upon coal coming to them by water. More than 60 per cent of New England's supply comes from Norfolk and Newport News, from Baltimore, Philadelphia, Perth Amboy and Jersey City and its environs, in barges towed by large sea-going tugs. But the temper of the North Atlantic Ocean, once real winter has set in, does not permit the steady and consistent coal towage which New England demands, and it is imperative that a full supply reach it before severe cold weather ar-

It is conditions such as these which have sent the Interstate Commerce Commission to the assistance of various sections of the country. First the Northwest was given a priority order for what remains of the 30,000,000 tons it still lacks. Then New England, through the forceful appeals of James J. Storrow, one-time Fuel Administrator of Massachusettsand a man who should appeal to all advertising men because of his ability to keep the wants and the situation of New England constantly before the eyes of the public and in the end always to get what he wants-obtained a similar priority order until all of that section's 20,000,000-ton bituminous order is filled.

The priority orders, issued to the railroads serving important coal producing centres, are in effect warnings to the mine owners that they can have cars only for the loading of coal for the sections mentioned in the orders or only after they have fulfilled their part in taking care of the requirements of these sections.

Priority orders for sections having a particular reason for receiving their winter's supply now and the task of insuring that the railroads of the country have enough coal of their own for the operation of their locomotives, that there may be no transportation failure to add to the difficulties of the situation, have about taken up all the bituminous mines can produce. Because of the peculiar importance of insuring an adequate supply of fuel for the railroads, the lines are permitted to look out for their own requirements first.

PROTEST AGAINST EXPORT OF BITU-MINOUS COAL

The present situation has brought about a peculiar controversy which under ordinary circumstances would be regarded as impossible. Because of the shortage of coal, a great hue and cry has been raised, especially from New England, against the exportation of coal to foreign countries. At the very minute when, under any other conditions, this indication of our growth as an exporting nation would have been regarded as an occasion for felicitation, and America's coal gives evidence of becoming an important factor in the world's fuel markets, a determined demand for

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an embargo upon its exportation

has been made. Another element in the problem for which the present situation is responsible is of the greatest in-terest to coal men. With bituminous coal in the spot market selling at New York at anywhere from \$10 to \$13.50 a ton, the familiar cry of profiteering has been raised. Investigators discovered that the possibility of re-consignment of cars of coal made it possible for speculators to dispose of their coal where the highest bidder was to be found, resulting in the creation of a generally higher price level. The Interstate Commerce Commission recently has exercised its authority and issued a ruling permitting but one re-consignment of each car. The Commission already had recommended to the railroads that a determined effort be made to reduce re-consignment to a minimum, and earnest co-operation by the railroads, anxious to release cars under load which are badly wanted, had resulted in effecting a considerable improvement in this direction.

William G. McAdoo, during the strike last fall, startled the country with charges that some coal producers were making enormous profits. Investigations by Attorney General Palmer apparently failed to bring to light any usable information along these lines, but the head of the Department of Justice recently has been quite actively looking into this possible profiteering on the part of speculators. At a conference with representatives of all branches of the industry, held in New York, Mr. Palmer suggested the possibility of a Commission determining what might be regarded as a fair price for coal, with the idea of prosecuting all who demanded more. Despite the origin of the suggestion, many coal men have questioned the idea, having in mind the possibility of prosecution under the anti-trust law at some future day.

Fortunately for the country, the anthracite operators have escaped a majority of the difficulties of their brothers who mine the softer

fuel. The shortage of cars, of course, has made itself felt in the anthracite fields, but at no time has it been as serious, So far, the hard coal producers have escaped serious labor troubles. Anthracite miners, as do all others. want an increase in wages, and after there had been some strike talk-although it was generally not taken seriously - President Wilson stepped in and appointed a commission to investigate and determine what the men should have. This commission has practically completed its hearings, but a decision is yet to be announced. In the meanwhile, the miners have continued at work and have shown a most commendable spirit by the tonnage they have produced.

Anthracite tonnage, too, seemingly has been limited only by the car shortage. As a result, the larger sizes of anthracite, those used for furnaces and other domestic purposes, have been produced in goodly quantities, and while costly, have none of the serious elements of scarcity affecting soft coal. The transportation tie-ups have caused considerable delay in the delivery of fuel supplies to many towns, but those conversant with the situation generally think that it is not serious and that conditions will be close to normal before snow flies.

#### THIS EXPORTATION WOULD EASE PRICES

A late development is the possibility of the export of anthracite. Foreign countries always have shied at our hard coal because of the price, but the departure recently from Philadelphia of a shipment of steam-sized anthracite for Norway has been hailed as an epoch-making incident in the trade. The best feature about this, in the judgment of coal men, is that the shipment of anthracite abroad will bring down prices to the local consumer instead of raising the price, as a considerable portion of the steam sizes are a dead weight on the hands of the operators and are carried along at an expense that must be met by the consumer. In preparing do1 others, ges, and generally

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First Six Months.

34% Gain

1920 - 16,898,739 Agate Lines

1919 - 12,585,629 Agate Lines

34% Gain in Advertising by The Three Sunpapers of Baltimore

	Lines 1919	Lines 1920	Lines Gain	Per Cent
Baltimore SunMorning Local Display Classified National. Total	884,448	1,222,084	337,636	37.6
	1,863,182	2,915,556	1,052,374	56.5
	898,581	1,066,417	167,836	18.7
	3,646,211	5,204,057	1,557,846	42.6
Baltimore Sun Evening Local Display Classified National Total	3,028,783	3,869,302	840,519	27.8
	1,711,746	2,674,017	962,271	56.2
	899,425	1,049,654	150,229	16.6
	5,639,954	7,592,973	1,953,019	34.5
Baltimore SunSunday Local Display Classified National Total	2,519,753	2,918,891	399,138	15.8
	504,882	800,821	295,939	58.6
	274,829	381,997	107,168	39.0
	3,299,464	4,101,709	802,245	23.6
Baltimore Sun	E. & S. 12,585,629	16,898,739	4,313,110	34.3

THE above figures, taken from the "Advertising Age," of July, 1920, I show the remarkable gains in the volume of advertising carried by The Three Sunpapers the first six months of 1920 over the same period a year ago. This growth is a reflection of the growth of Baltimore as an industrial and commercial center and further demonstrates the fact that

#### **Everything In Baltimore** Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD Times Bldg., New York

GUY S. OSBORN Tribune Bldg., Chicago.

Baltimoreans Don't Say "Newspaper" -They Say "Sunpaper"

Aug. I

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## Globe - Democra r Paid for Themselve



Anti-Pyorrhea Chemical Co.

DISKANE PREVENTER INSTANTER Saint Tonis. Missouri. August 11, 1920.

Mr. Louis H. Budke, Sec'y & Treas., Nelson Chesman & Co., St. Louis, Mo.

Dear Mr. Budke:

You will be interested, I am sure, to learn of the gratifying results produced by the advertising in behulf of CATO Tooth Paste which you have prepared and are placing for us in the Artgravure Section of the Globe-Democrat.

After the first two insertions the orders received from wholesalers who had never been on our books before were adequate to pay the advertising costs several times over. And that does not take into account the impetus to sales among our established trade.

Inasmuch as we have never solicited directly the territories in which this new business was developed, and as the Globe Democrat Artgravure was at that time the only medium through which we were reaching these territories, we are bound to conclude that the Globe Democrat deserves the oredit for carrying the message so resultfully to the new market.

Yours very truly,

ANTI-PYORRHEA CHEMICAL CO.

LNC-JB

il Co.

## cra rtgravure Ads

HERE is a letter of special interest, because it tells the experience of an advertiser located right here in St. Louis. National advertisers will do well to follow the lead of local advertisers and use the Artgravure Section of the

## St. Louis Globe-Democrat

St. Louis' Largest Daily

#### NATIONAL REPRESENTATIVES

F. St. J. RICHARDS GUY S. OSBORN J. R. SCOLARO R. J. BIDWELL
410 Tribune Bidg. 1302 Tribune Bidg. 701 Ford Bidg. 742 Market St.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

DORLAND AGENCY, Ltd., 16 Regent St., LONDON, S. W. 1

mestic sizes a certain proportion of steam sizes is created, and if this surplus can be sold abroad it will lighten the burden the coal

companies must carry.

A peculiar element in the whole situation produced by the abnormal conditions has to do with these so-called steam sizes of anthracite, known as buckwheat, rice, barley, etc., depending upon their sizes. There was a time when most of this coal was regarded as unmarketable thrown away. Gradually its value has come to be recognized in many steam-making plants, and considerable competition has developed between the marketers of this coal and ordinary bituminous for the business of public utilities and other operators of large power plants.

With bituminous coal high in price and scarce as to quantity, it has generally been expected that the anthracite sales agencies would seize the opportunity now at hand. For once, the price of steam sizes of anthracite cheaper than bituminous and a large supply is available. out a change of grates, anthracite and bituminous may be used effectively in large plants at a considerable saving in fuel costs, and by a change of grates it is possible to use the small anthracite

exclusively.

It would seem that a wellthought-out advertising campaign, pointing out just what the manufacturer could accomplish by the use of steam sizes of anthracite, would put these companies absolutely in possession of the market for all time. They have arguments regarding price, supply, efficiency and the elimination of the smoke evil. Small sizes of anthracite develop as great heat as bituminous coal, it is claimed, and have longer lasting qualities. It would be difficult to imagine a more interesting opportunity for effective salesmanship and adver-

This somewhat sketchy review of the whole fuel situation naturally leads to the question: Is there cause for apprehension upon the part of the ordinary business

man regarding the fuel situation? Coal men as a whole answer in the negative. They caution particularly against panic. Railroad men are assuring them that the transportation situation is improv-The award of increased pay for employees of the transportation companies by the Railroad Labor Board generally is regarded as having settled difficulties on that score. It is believed that the rank and file in the railroads are satisfied and will now turn to and work loyally for the success of their lines, Improvement already has been noted in the car supply situation. More cars are being released from the repair tracks and normal operating conditions the country over are moving coal cars, as well as others. back to the owning roads.

The railroad presidents of the country met in New York the other day and pledged themselves to make a consistent effort to increase the efficiency of their lines. ·Particular stress was laid upon their determination to increase the average miles each of their cars would make per day. This means, with all kinds of cars, prompt loading, prompt movement and prompt release, and, in the case of coal cars, prompt return to the mines for a new load, mile per day the country's average is increased adds many hundreds of cars to the supply. A good supply, with satisfied and industrious miners and railroad men, should make possible the overcoming of that handicap put upon America's coal production by last fall's strike. Coal men say "Don't get excited, but take a chance that

this will be the result."

#### Neckwear Makers to Form Association

An association of manufacturers of men's neckwear is being planned. About sixty manufacturers have signified their willingness to become members of the association. At a recent meeting in New York the necessity for an organization of small and mediumsized manufacturers was discussed. Steps will be taken to regulate the question of discounts and a bureau for the interchange of credit information will be formed.

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Lovers of Art Read The Evening Post

A perusal of The Chicago Evening Post furnishes all necessary proofs in substantiating its claim as Chicago's class newspaper.

In addition to its dominance in Automobile and Financial news and advertising in Chicago's evening field, it also leads in other lines which make a direct appeal to an intelligent class of people.

These, of course, include Music and Art, in both of which The Chicago Evening Post carries more news and advertising than any other Chicago newspaper.

The Post's "News of the Art World," a weekly page devoted to Art and Artists, and its daily items of Art interest, have been long and favorably known to Art devotees of the middle west, while the fact that The Post carries more Art advertising than all other Chicago newspapers combined shows well its standing among those to whom Art is a business.

Those who have to do with the advertising of high-grade merchandise in the Chicago market realize the truth of The Post s slogan, "A circulation is no larger than its value is to you," and specify first

#### The Chicago Evening Post

Eastern Representative—Kelly-Smith Co. Marbridge Building, New York Western Representative—John Glass Peoples Gas Building, Chicago

#### THE SHAFFER GROUP

Louisville Herald Chicago Evening Post Muncle Star Indianapolis Star Denver Times Rocky Mountain News



## When SIZE Speaks E

SIZE makes Niagara the queen of water-falls;

SIZE makes the Panama Canal the greatest of engineering feats;

The SIZE of Uncle Sam's vast war plans amazed the world and forced the Huns' quick surrender;

## And This Is the Biggest Sigo

The cottages stand 25 feet high and have all the appearance of "honest-to-goodness" houses. The length of the display is 266 feet—as long as an ordinary city block and ten times the size of a standard 10x48 ft. painted sign.

The Price is about Half what wo signs under to-day's excesse l

The R.C.Maxwello



## ks Everybody Listens!

SIZE dominates every walk in life.

Even so in advertising, SIZE dominates, commands prestige and emphasizes permanency. (No fly-by-night concerns use painted signs.) Painted outdoor displays form the supreme medium, the logical medium, for featuring SIZE in advertising.

## Sig of Its Kind in the World!

Ten of these nationally famous painted cut-out displays, distributed along the main railroads of the East and West, will be available in September. The design can be changed to suit the product to to be advertised.

at would be were we to build the esse labor and material costs.

elo. Trenton N.J.

## YOUR 1921 CALENDAR

There are some clever suggestions in color just waiting for the man who writes "calendar" on his business card or letterhead and mails it to us.

You will save needless worry and expense by placing your calendar order now.

Charles Francis Press 461 Eighth Avenue, New York

TELEPHONE LONGACRE 2320

#### Even Doughnut Holes, This Man Finds, Can Be Advertised

Cigar Stand Man Hits Bright Idea That Leads to Chain of Successful "Doughnuteries"

EVEN in things so common as the sandwich and the doughnut, opportunity can be found for the skilful advertising and merchandising that compel success. This is proved by the result achieved by the man who tried.

This man invented nothing new. He merely took what had been familiar to everybody for years, for generations, in fact. But he had the wit to see that they could be advertised and merchandised in a novel and attractive way.

As an instance of the success that can be wrought out of a bright idea well used, and of how fortune awaits the man who has sense to see the chance for business in what millions of others have only joked about, the experience of Mathew H. Olthouse is worth recording.

Ever since the first doughnut

Ever since the first doughnut was lifted, so sizzling, hot and delicious, out of its pan of boiling fat, people have wondered, Why the hole? Now we know. That hole in the doughnut was evidently left for Mr. Olthouse.

With great astuteness Mr. Olthouse uses that hole in the doughnut in his advertising. As a result he is vice-president and general manager of the Gem Fountain Corporation and is running an ever-growing chain of successful "Doughnuteries" in New York

Six years ago, in the hard times just before and in the early days of the war, Mr. Olthouse ran a cigar and candy stand in the entrance hall of the office building at 25 Broad Street, right alongside the New York Curb Market. His wages were \$18 a week and the takings of his stand about \$18 a day. But Olthouse was a man of active wits and a born advertiser.

Very soon he had increased the takings of his stand from \$18 to more than \$100 a day. Then he

threw up his job because his employer thought \$4 a week a sufficient raise for him. In a few days he was taken back—not at the \$25 he had asked for, nor at the \$22 he had been offered, but at \$40 a week.

Mr. Olthouse believes he was the original inventor of the now popular "Soda-Sandwich Lunch." It was in that way that he increased the takings of his stand so remarkably.

One day it was raining hard at lunch time and the hall became crowded with hungry clerks waiting, hoping that the storm would stop and let them get out to lunch. Some, seeing that they would have no time to get anything else to eat, bought candy.

#### SAW A NEW MARKET

There the man at the stand saw his first opportunity, and grasped it. From this began the new institution in lunches,

"If only I had some sandwiches and soda, you'd be all right," said the man behind the counter, trying out the idea that had been in his mind more than once. "Sure we would," replied the hungry clerks. "But you'd pass me by ondry days?" laughed Olthouse, feeling out his ground. "We certainly wouldn't; if you had sandwiches we'd eat them all the time," returned the clerks.

But Olthouse has the knack of methodical efficiency. Before putting in a soda fountain and buying sandwiches he took tally of the number of people passing his stand and found it more than 1,500 a day. He felt sure he could get at least one in ten of them.

When he left, to open a new and bigger stand across the way at 30 Broad Street, he was a partner with his former employer, Knecht by name, and was selling 1,000 sandwiches a day.

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at office building stands before this; but the sellers had thought that in cheapness lay their only chance to compete with the regular eating places, and their sandwiches were five cents each. Olthouse had his wrapped in wax paper, which could also be used as a napkin, and he charged ten and fifteen cents. But they were good sandwiches—and he advertised them.

Before going to his new stand, Olthouse's advertising had perforce been limited to his voice and to little facetious cards, placed on his stand. It was to advertise the opening of the new stand that he felt the need of something that would attract wider attention. There was no medium that would serve his limited purpose. Even if there had been, he had no money for advertising anyway. At last he hit upon the scheme of a Limerick contest, the prizes to be varying numbers of free eats at the new stand; and he hung his stand with the verses sent in.

This was so effective that before moving he had taken in in cash nearly \$700 in return for checks for orders on the opening day of the new stand.

Then came along the doughnut and Prohibition. The splendid work of the Salvation Army girls with their doughnuts at the front had made the doughnut famous. Prohibition was equally on every tongue. It was then that Olthouse began dreaming dreams of the Gem Fountain Corporation and a great chain of soda-lunch restaurants.

He believed that the man who could capitalize on doughnuts and Prohibition would undoubtedly make a big killing. He might obtain publicity that would, at any rate, make another stand possible. But, what could be done with either—especially the doughnut? What, that would be new, could be done with, or said about, the doughnut?

It was there that Mr. Olthouse got hold of the bright idea that made the Gem Fountain Corporation and the chain of soda-fountain restaurants cease to be a dream and become a reality.

#### THE HOLE IN THE DOUGHNUT DISCOVERED

Mr. Olthouse discovered what the hole in the doughnut had been left for. He saw its advertisability. Already, around that hole in the doughnut filled with fruit jelly, fourteen soda-lunch restaurants have been established by the Gem Fountain Corporation—and the capital for all, except the first, has been raised by stock in the corporation sold to customers. It is intended, Mr. Olthouse says, to open a new one every two months.

And yet his doughnut with fruit jelly or jam inside is every bit as old and well known as the doughnut with the hole—perhaps it is even older.

The Prohibition side of the publicity task was easy. Starting with a total capital of only \$15,000, one-third put up by himself, one-third by his partner, Knecht, and the other third by a patron, Mr. Olthouse took a twenty-year lease on an old saloon that was going out of business at the corner of Wall and Pearl streets. Then he set the entire financial district of New York talking and laughing about it. He hung out the sign, "Hush, little Bar-room, Don't you cry, You'll be a Soda Fountain bye and bye!"

When he had only one or two soda-lunch restaurants, Mr. Olthouse knew that no ordinary form of advertising could help him. So he issued a paper of his own—the "Gem Daily"—utilizing his bills of fare for this purpose. One-half of the mimeographed side of the bill contained his "Gem'torials," and most of them were distinctly clever. Like every other "Colyumist," he made generous use of "Contribs" and was long on humor. "Fare well and be happy" was the motto.

Of course, nearly every issue contained some story of the Gem Restaurant. One of these told how the restaurants came into existence. Here it is:

"Necessity is the Mother of Invention.

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"Whenever a need presents itself in any walk of life, Progress has never failed to supply this

need.

"The Latest in Luncheon Restaurants fills a need which became evident some five years ago. People at that time began going to the soda fountains for their lunch, where, of course, only fruit muffins and other cakes were obtainable. Peeking into the future a little bit, we could clearly see what was going to happen-so we established a place on the following principles.

"Ouick service. Serve only what the customer wants. extras. No extra charges. Conduct a place where a customer can buy 5 cents' worth or 50 cents' worth and feel at home. Cut out all red tape in serving. In other words, do it in an American way.

"We thank you for your patronage here, and ask you to tell your friends, if you think it worth

while."

Another quotation may be given as an example of the frequent notices to customers:

"Please remember, you are the sole judge whether a sandwich is satisfactory. If in your judgment a sandwich is not up to what it ought to be, give it back, even if you have taken several bites out

of it."

But the doughnut with the hole filled was, of course, made the big feature of the "Gem Daily," just as it now is of the advertising in In Gem a regular newspaper. doughnuts the hole is invisible. They are made without a hole and the fruit jelly is afterwards forced into the centre by a machine that uses a hollow needle-and the hole made by the needle closes up.

When a dozen restaurants had been opened in various con-venient locations in New York, Mr. Olthouse concluded it was time to begin regular advertising, beginning with one newspaper. The campaign is based entirely on the doughnut without a hole, and, with bright copy, makes excellent use of small space.

One of the novel features of all the Gem restaurants is their

scheme of decoration. A shingle cottage, with gable roof, and windows draped with cretonne curtains, is erected inside, cutting off the table section from the counter. This arrangement is very attractive and was found not to waste seating space but rather to increase it. The gable effect is reproduced behind the counters.

In the advertisements, this gable effect, now a sort of trade-mark for the Gem chain, forms the heading of the border. A humorous sketch follows, and below the copy is a list of all the restau-

rants.

#### BREEZY STYLE OF COPY

The purpose of the copy is toincrease the sales of food at the restaurants only by indirection, and to push the sale of the holeless doughnuts by getting commuters to acquire the habit of taking a box of them home. Here are samples of the style:

"Well, you're some little hostess, you take the cake."

"No, people, that's passé."

"What's passé?"

"Why, cake. Try some of these Gem jelly doughnuts for a change."

"Once upon a time, recently, in fact, so to speak, a modern wife prevailed upon her husband to bring home some delicious Gem jelly doughnuts for dessert-and she saved herself much labor.

"And they lived happily ever

"Halt! You're pinched. Sixty miles an hour don't go with me. "But, officer, we were just rolling along at twenty miles an hour" (Whispers-hands officer a Gem jelly doughnut.)

"Um-ah-er-ahem! Guess you're right. Drive along; good day.

One series was devoted to the managers of the various restaurants. Each was mentioned by and genially introduced. name Mr. Olthouse says that he has not yet had time to forget that he was an employee. Most of the benefit derived from his advertising, he asserts, has come through its effect on his workers. It has made every one of them a cease-

Au

less rooter for the holeless dough-

And the holeless doughnut is, of course, the basic strain all through the advertising, it being the point of difference. Some of the copy is devoted exclusively to the hole, as for example:

"You can't eat a hole."

"Well?"

"No, not a well, a hole in a doughnut.'

"Then why the hole?"

"That's it. Gem jelly doughnuts are 'holeproof' and are filled with

dee-licious fruit jelly.

The sales have increased now from 600 dozen a day to 1,400 dozen a day. This betters the appeal once made in the menu card. When the sale had reached sixty dozen a day, that little sheet said, "Let's make it 100 dozen"; and the sales went to 250 dozen a day. It confirms the wisdom of the appeal to the commuters,

But, of course, it takes more than a doughnut without a hole to make a business successful and keep it so. Here Mr. Olthouse uses his talent for efficiency. Two examples may be given. They are

suggestive and useful.

Every day every attendant in the Gem restaurant receives a form showing the number of his or her sales, total receipts and average per sale on the previous day, compared with the figures for the same day of the week before. On each slip Mr. Olthouse adds some encouraging and individual comment.

The doughnuts are ready packed in neat boxes. A commuter does not have to wait and miss his train. He just puts down a quarter, grabs his box from the coun-

ter and hurries on.

Mr. Olthouse also believes that nationally advertised goods sell best and give more satisfaction. Practically everything he sells is so advertised. He hopes some day to have the holeless doughnut nationally advertised. But he is waiting for a bit of reform in postal matters. In a recent experiment with the parcel post the doughnuts were ten days just crossing the Hudson River,

#### Too Speedy Living

Do you know the young fellow who works for \$25 a week and who is wear-

ong a new suit that cost \$75?

Do you know the wage-earner who loafs because he is afraid if he does too much he will work himself out of

Do you know the fellow who lets a fresh clerk sneer him into buying a \$15 hat, for fear he'll seem cheap, when he can get a satisfactory one for \$7?

Do you know the investor who has traded his Liberty Bonds for a promise of a hundred per cent profit in a stock company backed by a dishonest promoter?

Do you know the shopper who says, "Wrap it up," instead of "How much?" Do you know the person who lets the desire of the moment destroy the re-sults of days and weeks of thrift and

saving? Do you know the man who thinks it

is not necessary to save?

Do you know the man who says that the Government Saving Securities, Liberty Bonds, War Saving Stamps and Treasury Certificates are too slow or too small or too old-fashioned for his investment?

If you do, you know pretty well what is the matter in this country to-day.—
"Moonbeams," the employees' magazine of the Procter & Gamble Company.

#### Thorne Resigns as Montgomery Ward President

A change in the presidency of Mont-gomery Ward & Co., the Chiosgo mailorder house, is announced. Robert J. order house, is announced. Robert J. Thorne, who has been president for five years, has resigned, and Silas H. Strawn, chairman of the executive committee and a director, was elected president. Mr. Thorne stated that ill health led him to offer his resignation. He will remain a director.

#### Newspaper Man Directs Automobile Sales

Siegel Zeckendorf The Siegel Zeckendorf Company, Michigan distributor of the Chandler. Cleveland and Cole cars, has appointed Frank A. Berend as sales manager of its Chandler branch in Detroit. Mr. Berend has been associated with the Detroit Free Press for the past year. Prior to that time he was with the Magic Dye Soap Company and the Chicago. Teiburg. Chicago Tribune.

#### Advertises Shoe Repairs

The American Shoe Repair Co., operating ahoe repair shops in Indian-apolis, Chicago, Louisville, Cincinnati Dayton, Evansville, Fort Wayne and Dayton, Evansville, Fort Wayne and Terre Haute, is planning an extensive newspaper campaign to be placed through Emerson Beck Knight, Adver-tising, of Indianapolis. It is planned to add eleven more large cities to the chain, within the next few months.

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CAMPAIGNS WRITE ADVERTISING DIRECTOR

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## "JEWISH

BUYING space in the four important newspapers that cover the Jewish market is closely parallel to buying space in technical journals.

It is not a question of how many readers there are, but what do these readers spend. The crucial point is the spending power.

It is precisely that test which the Big Four of Jewish journalism court, because these newspapers occupy what is perhaps the most unique position in American newspaperdom.

They circulate in a special field of over 3,000,000 people whose spending power is admitted to be among the highest in our varied American population.

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## MARKET

To quantity circulation they add a quality as measured by great spending power that is practically unbeatable in any field.

The further fact that no other market is so compact, so well charted and so easily penetrated as the Jewish market lends additional value to the advertiser's dollar spent in the Jewish press.

Submit your merchandise for analysis by any one of the Big Four Jewish newspapers published in New York City. You will get definite information on how to make the Jewish market pay you a profit.

Jewish Daily Forward

Jewish Daily News The Day Warheit

Jewish Morning Journal

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## The LARGEST PAPER In the State of Connecticut

# The HARTFORD Sunday COURANT

The LARGEST
MORNING PAPER
In the State of Connecticut

## HARTFORD Daily COURANT

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg Tribune Bldg
New York Chicago.

#### Time Is Ripe to Improve the Routing of Export Salesmen

Two Million Dollars Spent Annually in Sales Travel Abroad, but No Concerted Effort to Route Men Systematically Has Ever Been Made

#### By Walter F. Wyman

Sales and Export Manager, The Carter's Ink Company

IT is a safe prophecy that the export salesman of the future will be better routed than he has

been in the past.

There are two sound reasons behind this prediction. The first reason is that export salesmen in the past have been poorly routed. The second reason is that export managers are turning their attention to the proper routing of salesmen. When the export manager does make up his mind to better any phase of his activities, he does it whole-heartedly. Witness, for example, his entry into the fields of foreign credits and foreign banking. In both these spheres, his study and his recommendations have led to decidedly valuable changes in practice and im-

provement in method. The export manager seldom

comes to his title with experience in securing, training or routing salesmen. As a result, whenever he can do so, he plays safe in se-curing part of the services of an experienced export traveler. Often he himself becomes an export semi-salesman for no other reason than his lack of knowledge of the vast difference in function between a salesman and a sales manager. This is very clearly shown in the cases in which a sales manager or an executive with sales managerial knowledge and instincts take charge of the export development

of an enterprise. Almost invariably one of his first steps is to build up an ex-port sales staff of travelers— which is usually the last step of the average export manager who has never handled salesmen before sitting in the export man-ager's chair. The veteran sales manager thinks of selling as a

combined use of selling forces, with the salesman as the strongest single force. The new export manager evades the point by seeking resident agents, devising mail campaigns and working out plans for export advertising-all of which are, in fact, desirable but of greatest value when coupled with the work of the export salesman in the field.

It is one of the most pleasing phases of export work to know that export managers co-operate each with the other far better than most any other body of men engaged in merchandising. By years of profitable as well as enjoyable intimate contact, export managers know beyond doubt of the value of sharing their problems and their solutions of problems with each other. Strangely enough, this does not extend to the routing of salesmen. I cannot find that the proper routing of salesmen has ever appeared as a subject for practical and extended treatment at any export gathering. Even the text-books give salesmen's routing only scant men-

#### TWO MILLIONS SPENT WITHOUT MUCH SYSTEM

It has been estimated that the exporters of the United States pay more than a million dollars a year in traveling expenses of outand-out export salesmen, and nearly eight hundred thousand dollars more for traveling ex-penses concealed in the commissions of combination export salesmen. A further three hundred thousand is the estimate of traveling expenses of executives, tonnage men and export managers. In view of this more than two million dollar annual expense for

sales travel, it is little short of amazing that so little concerted thought and so little exchange of opinion and experience has been accorded its proper expenditure. Surely it is far more important for the export salesman to go to the right places in the right sequence than to select the right hotel in the wrong place!

It is not even safe to assume that every experienced export salesman will route himself correctly. Not long ago I found one veteran traveler imposing shamefully on his firm by visiting in person only Havana, Santiago, San Juan, Ponce and Panama, although he was given credit for all sales in the islands in and countries bordering on the Gulf of Mexico. His line was competitive, required a skilled, persistent man to introduce it and regular visits to bring volume. Even with agencies (some of which he must have made by wireless, judging from their entire unsuitability) his personal presence was needed in the great majority of smaller cities in his territory every year, and in the balance at least one visit every other year.

I asked the export manager why he had not detected the imposition at a glance. I quote his reply fully, because it explains fundamentally one of the major reasons for inadequate routing of export salesmen. "Put yourself in my place," he said. "I came to the place," he said. "I came to the export business only three years ago. Before that I handled export papers in the traffic department. John Rockton, our West Indies and Central American man, is an old-timer. He put us on the map in our own South and Southwest. The bosses both call him 'John.' His letters show years ago he reported that our best plan was to appoint agencies by mail in all countries except Cuba, Porto Rico, Venezuela and Panama.

"My suspicions were first aroused when you casually mentioned a cable sent by your salesman when he was in Medellin. I investigated and found that our sales in Colombia wouldn't buy John's cigars. So I asked you for your West Indies and northern South American salesmen's routes. I all but fainted when I saw the cities your men make that John Rockton has never mentioned."

The old, old story of the veteran export salesman and the new export manager was thus repeated. As usual, it was a striking proof that the export salesman who routes himself slights his This is no reflection territory. upon export salesmen. It is an open criticism of the system of executive control that permits conscious and unconscious errors of judgment. It is an open criticism of any system of export planning that does not first view the world as a whole and then divide it into territories, many of which call for sales treatment by salesmen at some period of sales development. It is a criticism of export managers who fail to put each country logically in "salesman's territory" under the microscope.

It is no child's problem to manage in any respect a veteran salesman in the foreign field. rightly feels that "he has been there, and he knows." veteran usually and rightly enjoys the confidence of the management of the enterprise that employs The export manager too him. often is on trial, if not on probation. It is vital to the success of the export manager to be an export manager—not a secretary to the export salesman, following out his orders for letters to be written and catalogues to be sent. There is only one way to correct the situation. This is for the export manager to earn the respect of the salesman.

#### HOW ONE CONCERN DUG TO THE ROOTS OF THE PROBLEM

The one way to earn such respect is to prove by intelligent cooperation the right to be respected.
An extreme example of this came
to my attention many years ago.
The Blank Manufacturing Company of Boston had on its payroll
the most maddening type of export salesman. Every sales ex-

So far as possibilities and methods of capture are concerned, there are really two markets. One is New York; the other is the rest of the Country.

We have made an analysis of the New York Market and the logical methods of advertising in it, which we will send to interested agencies and advertisers.

Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.

### New York Theatre Program Corporation

Formerly Frank V. Strauss & Co. 108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO 496 Tower Bldg. BOSTON Little Bldg. SAN FRANCISCO Crocker Bldg.

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ecutive will admit that the salesman who handles himself well on the road, both in poise and sales, but who is over-confident of his job and over-domineering in his relations with the house, is a real problem. He is too profitable an investment to lose, and too much of a strain on self-respect to retain. Mason Schuvler was the ultimate expression of this type. In fact, he became an export salesman largely because the Blank Manufacturing. Company hated to see him come in the door and arranged for him to travel far enough and long enough so that he would be visible only four days a year-two days before starting out and two days on his return.

When my friend Paul Tuttle was hired as export manager of the Blank company he was blissfully ignorant of the existence or type of Schuyler. His immediate concern was to organize for a world-wide export development. A few months after his accession to his new position he sent a letter to all agents explaining a new export dealer display, and automatically included Mason Schuyler in the list. His letter came back by return mail. Written across the bottom was, "Who the devil is Paul Tuttle? Whoever he is, tell him not to send this junk into my territory."

Now Tuttle is in no way effeminate. He had handled salesmen before, and well. He therefore made a few casual inquiries in the office and learned the nature of the brute. Then he cabled "Paul Tuttle is your boss. Displays will be sent where he deems advisable," and signed the cable with his own name. This took nerve. Schuyler's territory yielded over \$120,-000 a year in personal sales alone -two-thirds of the then export sales of the Blank company. For the four months that preceded Schuyler's return, my friend Paul sat up nights studying his terri-He spent week-ends in Washington, Philadelphia New York conferring with the Latin-American specialists in governmental, public and private export organizations. He sought out

export managers sending salesmen to Latin America.

Then he built up, country by country, his detailed sales plans, including routing. Incidentally he analyzed (in his plan) Schuyler's territory so that it included Brazil, Argentina, Chile and Peru, which he had already covered, plus Paraguay, Bolivia and Ecuador, which he had studiously avoided.

To give details of only one country, Schuyler had visited only Rio and Bahia in Brazil. Paul Tuttle's first year route called for Para, Pernambuco, Bahia, Rio, Sao Paulo, Santos, Porto Alegre, Pelotas and Rio Gran du Sul, with eight interior cities to be covered on the second year's trip.

From start to finish of the revised routing Paul Tuttle listed, city by city, the desirable dealer outlets, secured by the purchase of credit reports. For each account he made a separate 5x8 card on which appeared the essential facts in regard to the importer Where the importer was already a customer, Paul recorded the purchases for each year, and the catalogue numbers and quantities of each item bought each year. From his export acquaintance in allied but non-competing lines he secured information which enabled him to add definite statements to the ledger totals and experience of from two to eight exporting manufacturers on many of the prospective customers.

#### WENT TO GOVERNMENT FOR HELP

This was only a starting point, as Paul told me a few weeks ago when I refreshed my memory by an evening conference. Through the Bureau of Foreign and Domestic Commerce he secured upto-date reports on competition. The first section devoted itself to exports of competitive products from the United States to each country in Schuyler's old territory, and also the imports into each country from every other country exporting identical products. The second division was a broad one. In it were up-to-date reports from American consuls, trade com-

## Get The Facts! About the LOUISIANAMISSISSIPPI MARKET

## TRADE EXTENSION BUREAU

Wanted-19,502 Tractors

Today there are 5,763 TRACTORS in use in the LOUISIANA-MISSISSIPPI territory.

More than 300 thousand money-making farmers can, however, easily use 25,263 Tractors, possibly more.

Who is going to pick up these 19,502 Tractor sales?

Incidentally, these same farmers have the cash to pay for furniture, musical instruments, pleasure cars, trucks, household helps, and the like.

Want to know about them specifically?

Correspondence invited!

"In New Orleans-It's The Item."

## THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

JAMES M. THOMSON

National Advertising Representatives

National Advertising Representatives

A. G. NEWMYER Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Scattle.

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# Getting Washing Machine Distribution PLUS.



CRYSTAL dealurs onjoy genoine eales co-operation—a co-operation consisting not only of extensive national advertising, but dispetitic essistant to more local conditions. This assistance in subjudges than a complete retail merchandising campaign from which is detail has been omitted.

Dealess whose elientsis is sufficiently substantial are invited to sein for further details of the Crystal franchise.

CRYSTAL DIVISION MALLORY INDUSTRIES, Inc., Detect



The long established manufacturers who have studied washing machine distribution for many years know well the importance to them of the hardware trade. They have found that HARDWARE AGE furnishes the direct, efficient medium through which to cultivate the sales influence and sales power of the hardware retailers and jobbers.

The double-page spread shown above is one of a consistent series of two-color advertisements by which the merits of the Crystal Washer have been impressed upon the hardware merchants during the last two years. Other well-known washing machine manufacturers who recognize the selling power of the hardware dealer and who consistently use HARDWARE AGE to develop that selling power, are the following:

American Gas Mach. Co.
Apex Appliance Co.
Burlingame Mfg. Co.
Crystal Wash. Mach. Co.
Dexter Co.
Edwards Mfg. Co.
Faderal Electric Cs.
Globe Mfg. Co.
Hayes Mfg. Co.
Hayes Mfg. Co.
Hayes Mfg. Co.
Michigan Washing Machine Co.

Nineteen Hundred Washer Co.
One Minute Mfg. Co.
Rochester Wash. Mach. Cerp.
Sandusky Washer Ce.
Victor Mig. Co.
Voss Bros. Mfg. Co.
Washkosh Mfg. Co.
Washkosh Mfg. Co.
Washkosh Mfg. Co.
White Lily Mfg. Co.
Vost Gearless Moter Co.

## Hardware A

Charter Member of Audit Bureau of Circulations

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# A National Distribution through the Hardware Trade.

Hardware merchants are ideal distributors for washing machines. They are the highest rated class of dealers in the country—they know how and are well able to finance their sales. They are influential members of their communities and, as a class, can give the manufacturers thorough national distribution. They are scattered throughout the country in very close proportion to the number and buying power of the family units.

Since it is absolutely necessary for hardware dealers to be constantly informed of commodity prices and market conditions, practically every successful hardware retailer and hardware jobber in every section of the country is a close reader of HARDWARE AGE—the only business paper that brings authoritative market reports to this trade.

HARDWARE AGE has a thoroughly national circulation of the highest quality. In it the manufacturer may concentrate his advertising to this trade with entire confidence that all worth-while buying and selling units are being efficiently covered.

Let us send you our special letter on washing machine distribution.

Age

239 West 39th St. New York City

Charter Member of Associated Business Papers, Inc.

missioners and commercial attachés, filled-in questionnaires sent out at Paul's request by export organizations and R. G. Dun and Company to their correspondents, plus comments on the rank in their respective cities of the actual customers secured by Mason Schuyler.

In a loose-leaf book Paul Tuttle built up a detailed table of the customs tariffs of each country as they imposed duty on the particular products of the Blank Manufacturing Company. Pages were compiled listing the correct declarations and classifications for each product. 'Regulations in regard to commercial travelers' license fees, port of entry procedure and refund of duties on samples cleared were geographically indexed. With the assistance of an expert, definite weight limits were decided upon for each city, particular care being used in cases involving mule-back and llama-back transportation.

As a refinement—and be it remembered that this was in the "good old days" when freight rates changed but seldom—Paul had tabulated the approximate laid-down cost of every item to every city, and capped this climax by securing rates from England and France—where their leading competitors were located—using the foreign prices, thus showing an exact comparative laid-down cost.

The first gun was fired by Paul, when he walked across the English Room of the Hotel Magnificent, New York, and seated himself opposite Schuyler. "I'm your new boss," he explained politely. "My name's Paul Tuttle. Don't get excited. I've finished my breakfast; go ahead and finish yours. Then we'll go to my room here, and by noon one of us will wire in his resignation, or we'll both decide that we can work together for the benefit of ourselves, the house and the world in general."

Schuyler broke in, "Why you fresh young cub. I'll—" His threat was never uttered. Paul Tuttle had risen at the first word, tossing a card on the table,

and had his back well turned. On the card he had written, "Got your goat? I dare you to come to Room 417 and try to get it back! If you don't, every salesman you ever met anywhere will call you a quitter and laugh as he says it!

There was a memorable meeting in Room 417. When Schuyler came to the open door it was empty of human occupants. But staring him in the face was a huge outline map. It portrayed South America as it appeared to Paul Tuttle, export manager of the Blank Manufacturing Company, Boston. At its left was an easel on which was a five-by-four cardboard to which were attached letters from customers in which compliments to Mason Schuyler were underscored. At the very bottom of the exhibit was a single typewritten line, "Your customers like you; why not share your friendship with your business associates?"

Ten minutes later Paul Tuttle walked in and held out his hand. It was not noticed. But three hours later Schuyler admitted defeat in his remark, "Let's not talk forever. I'll give your plan one trial trip." Ten days later, in Boston, he was a convert to modern exporting and to sane routing.

Correct routing of export salesmen involves intensive practical study. It places on the shoulders of the export manager a most difficult task. There is no one royal road to good routing except hard work and intelligent recording of the results of hard work. The world is in little need of the explorer. Men have been everywhere. The problem of the export manager is to profit by the experience of the experienced.

The export manager of to-day is becoming a convert to the sales theory, "Go—look—see" for his salesmen. So he routes his salesmen to interior cities wherever and whenever his preliminary investigations indicate a sporting probability of profitable sales.

Then he paves the way for the salesman's visit. But that "is another story."

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Secretary and Director of Distribution

M. KLEBER was selected by Harry Levey to evolve a system of distribution for the showing of Industrial-Educational films on the regular programs of theatres throughout the country.

The completion of this work marked an important milestone in the progress of the Industrial-Educational film business and made it the efficient medium it is today. Later this distribution system was developed to the point where it is possible to show the film over the entire country in one week in territories selected by the client. Under Mr. Levey's direction, Mr. Kleber successfully directed the distribution of the justly famous film, "Careless America," for the Firestone Tire and Rubber Company which was exhibited throughout the entire United States.

In his capacity as Director of Distribution, Mr. Kleber has made many trips across the country studying conditions and gathering statistics on distribution. He has compiled a mass of data on the subject which is at the disposal of the clients of the HARRY LEVEY SERVICE CORPORATION, and it is experience and information such as his that make Truth Productions so valuable to modern day business.

## HARRY LEVEY SERVICE CORPORATION

Producers and Distributors of Industrial Educational Films

Temporary Offices: 1662 Broadway

Studios: 230-232 West 38th Street





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She Inherited Good Securities

Question—Please give me your advice about the following securities, some bought six years ago, some inherited lately: Two thousand object on Skingdown Securities, which was a summary of the securities of the securit

New York Truth - Na Edit

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Question. I have read your ans to financial Questions in The Tril with regard to deals of inte

No Reason for a Change
Question—I am the owner of 1,000
Chesapeake & Ohio convertible 5 per
cent bonds of 1946. Would you advise
a change into a Pacific Gas and Electric 5 per cent bond of 1942? Are the
Pacific Gas and Electric 5 per cent
bonds well secured? Are there any
prior lien? P. McC.

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Would Not Gain Much stion—I own a \$500 Portlan Railway, Light and Power

-Na Editorials - Advertisements



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## Cows and Cash Registers

O FFICIAL United States Department of Agriculture figures show that last year Minnesota creameries produced more than one-seventh of the total creamery butter supply. Over 115,000 creamery patrons contributed to this tremendous "butter crop." In one county alone they were paid over \$2,500,000.00 and in fifteen others from \$1,000,000 to \$2,000,000 were paid to creamery patrons.

Dairy farmers are your best prospects because they

Good Farmers—they sell off less plant food from their soil than grain farmers. They know no "crop failures."

Prosperous Farmers—they get quick returns and have regular monthly cash incomes. In one county the average per patron was \$2,847.85 in 1917—considerably more in 1918 and 1919.

Good Buyers—they have a high standard of living and the money with which to buy the best goods the market affords. Seven out of ten Minnesota dairy farmers subscribe for The Farmer. Are they reading your advertising?



A Journal of Agriculture

WEBB PUBLISHING COMPANY, Publishers St. Paul, Minn.

Western Representatives: STANDARD FARM PAPERS, INC., 1341 Conway Building, Chicago, Ill.



Eastern Representatives:
WALLACE C. RICHARDSON,
INC.,
281 Fourth Avenue.

381 Fourth Avenue, New York City.

Members Audit Bureau of Circulations

## Wholesale Grocers Cannot Distribute, Manufacture and Speculate

Distributing Is Their Function-Let Them Stick to It

## By Christopher James

THIS is not a defense of the wholesale grocer. Nor is it an attack on him. Rather it is an attempt to "place" him—to ascertain, if that be possible, whether or not he is as important—and necessary—a factor in the distribution of foodstuffs as he would have us believe.

The action of the Procter & Gamble Company in eliminating the wholesale grocer as a distributor of that company's products makes such an incuiry

timely.

No claim is made that the subject will be exhausted in this article. Nor does the writer wish it to be understood that the conclusions he submits herein are final. They are his, but that does not make them correct. He hopes, however—and that is his principal reason for writing this article—that others will take pen in hand and throw light on the matter under consideration.

Contrary to the opinion quite generally held, not all nor even half the food consumed in American homes passes through the hands of the wholesale grocer. Meats do not. Nor do vegetables. And, in the aggregate, these two items constitute a good-sized percentage of the nation's food bill. Of the six or seven billion dollars spent annually for food (and other staples which reach the consumer through grocery stores) only a little more than a third—say, two and a half billion dollars—pays toll to the wholesale grocer. Thus it will be seen that he is not, by a long way, the "whole thing."

The wholesale grocer calls himself a distributor. He is right: he is primarily a distributor. If he were that, and nothing else, no one would find very much fault with him. But many wholesale grocers are much more than dis-

tributors. And a good many more are not even that. They are merely "order-fillers."

Exactly what proportion of the more than 4,000 wholesale grocers in the United States have their own private brands of food and other stuffs used in American homes the writer does not know, though he believes that his guess would be pretty close to the correct figure. He does know that the "big fellows," with hardly an exception, have their own private brands. There is nothing that stands in their way, neither law nor custom. But to just the extent that wholesale grocers get outside their function of distributing and into the business of making do they compete with manufacturers.

#### A PECULIAR TYPE OF MIND

It is true that as a rule the activities of the wholesale grocer, in the matter of private brands, are confined to fruits, vegetables, olive oil, spices, extracts, etc. A few offer their own brands of tea, coffee, baking powder, etc. A very few have a relatively complete line of grocery products. That seems to be the ambition of many wholesalers. They may never carry out the idea, but it is in their minds. And because it is there, it colors their attitude toward the manufacturer. They seem to feel that they would like to get the profit the manufacturer is getting as well as the profit they themselves are getting as the manufacturer's The manufacturer, in turn, knows how the wholesalers -not all of them, of course, but many-feel. The result is that the relationship between many wholesalers and most manufac-turers is not ideal. They co-op-erate, but neither knows when the other will become a competitor.

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These statements do not apply, of course, to the wholesale grocer whose sales amount to only a few hundred thousand dollars annually. A jobber of that type is usually referred to as a "local" distributor; and it is hard to figure out how he can be displaced. He does business at a cost so small as to be almost unbelievable. That is one of the peculiarities of the wholesale grocery business-the cost of operation increases in almost exact proportion to the increase in sales. The little fellow, whose warehouse is in a well located city of say 20,-000 and whose customers are almost all within a radius of fifty miles of his desk, can keep going on a six or seven per cent basis. The jobber who is more ambi-tious is located in a larger city, where rents and living costs are higher and who tries to cover a greater territory, has to have ten per cent or more. The wholesale grocer who tries to do business in several States has to face a still higher cost. And the national wholesaler finds it difficult to get along on less than fifteen per cent. Perhaps that explains why the latter, almost always, is a private-brand man. He may feel he has to be. And in this belief it may be that he is right. But if that is the case, it is a certainty that his interests and those of the manufacturer-as well as of the local wholesalerare not identical.

## SPECULATION SUPPLANTED DISTRIBUTION

As already stated, the prime function of the wholesale grocer is to distribute: that is, to buy in large quantities and to sell in smaller quantities. In the case of many articles, advertised ar-ticles particularly, there is no opportunity for more than a fair Perhaps operating profit. it would be better to modify this statement and say that for many years prior to the war there was no opportunity for more than a fair operating profit. Prices were fixed, or practically so. All the wholesaler could expect was a discount of ten, twelve and one-

half or fifteen per cent, plus a cash discount, plus also, in many cases, a carload discount. The war changed all that. The discounts were not changed, but prices were. They moved in only one direction-upward, was not long before the wholesale grocers awoke to this fact and to the further fact that practically everything they sold would cost more to replace than the price they got for it. Overnight, almost, a large percentage of wholesale grocers stopped distributing and began speculating. They sold goods-not at a price ten or fifteen per cent more than cost, but at their "replacement value."

Now, the writer is well aware that a very good argument can be made in behalf of replacement value. It does seem absurd to sell goods for less than it will cost the seller to buy similar goods from the manufacturer. And if the wholesale grocer had stuck to the "replacement value" theory when the market went against him, the writer would not have a word to say. Is the wholesale grocer doing that? No! When prices turned, the wholesale grocer turned, too. Replacement value—to the devil with it

It is an old saying and a true one that it is a "poor rule that won't work both ways." The "replacement value" rule won't work both ways. So, out it goes!

Most wholesale grocers have made a lot of money the last three or four years, and it may be that that fact has blinded them to what is going on. For, really, it does seem that they are blind. The chain-store is growing-so much so that in the third largest city in the country the wholesale grocer has been pretty nearly put out of business. Retailers' co-op-erative buying associations are springing up everywhere. Union labor is turning its thoughts toward co-operative buying. Only a few days ago, 40,000 Nebraska farmers formed an association to control the sale of their output, Does any intelligent man believe they will stop there? That the wholesale grocers of

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tput. lieve A full-page advertisement under the caption "Requirements of the Vacationist" was carried recently by The Minneapolis Tribune. Products advertised were foods, kodaks, tents, phonographs, Paim Beach and bathing suits, automobiles and accessories. Merchants participating in the page reported good sales to tourists and campers visiting the famous "Ten Thousand Lakes" section of Minnesots.

The Twice-Yearly sale of shirts, neckwear and underwear has been featured by the Minneapolis stere of Capper & Capper with three-column announcements in The Minneapolis Tribune.

The M. I.. Rothschild Company made a big hit with a recent "general reduction" sale in its Minneapolis men's wear store. Hart, Schafiner & Marx clothing, at the attractive prices offered, was anapped up quickly by Minneapolis men. Page ads in The Minneapolis Tribune announced the sale.

Brazilia advertising is now running twice a week in The Minneapolis Tribune, and this refreshing summer beverage is recording record sales. The campaign comes from Lord & Thomas.

The Chas F. W. Michols Company of Chicago has placed a 1,000-line contract for the Geo. D. Bailey Co. with The Minneapolis Tribune. Canadian and Great Lakes scenic trips and outing places are being advertised attractively in The Minneapolis Tribune by the Morthern Navigation Company, copy running through the Advertising Service Co., Ltd., of Montreal.

The Watkins-Good Company of Minneapolis, announcing the opening of its new garage, used a full page July 4 in The Minneapolis Tribune.

The Minneapolis Savings & Loan Association is using large copy for offerings of 5 per cent interest on deposits made on or before the second Saturday of each month, interest to start with the first of the month.

The Family Shoe Store, Inc., of Minneapolis, in its ansual "Let-Go-Sale," reports heavy buying on attractively illustrated advertisements in The Minneapolis Tribune, featuring "Shoes for the Whole Family" at low prices.

The First National Bank of Minneapolis is using some very forceful advertising in The Minneapolis Tribune to impress upon the people its Saturday evening banking hours for its savings bank customers.

Big, compelling illustrations feature the Portage Tire copy, scheduled for The Minneapolis Tribune in July, August and September by the Dorland Agency.

# The Minneapolis Tribune

First in Its City
First in Its State
First in Its Federal
Reserve District

Member A. B. C.

Largest Home Carrier Circulation

Aug.

the United States have no unbreakable grip on the distribution of the country's food is not open to argument. The action of the Procter & Gamble Company in cutting loose from the wholesalers is proof, if proof were needed, that this is true. The biggest biscuit manufacturer (the National Biscuit Company), the biggest manufacturer of table delicacies (Heinz), stopped doing business with the wholesale grocer years ago. And now the biggest soap manufacturer does like-

wise. In one man's opinion, wholesale grocer will do well, from now on, to confine himself to the one thing he can do bestdistribute. If he wants to speculate let him do so. The New York Stock Exchange is open. If he wants to be a manufacturer. there is nothing that stands in his way. But let him not speculate, manufacture and distribute simultaneously. If he tries to do that he is doomed.

## "Red Cross Magazine" Will

Be Discontinued After the October issue the American Red Cross will discontinue publication of the Red Cross Magazine. In making this announcement the executive committee of the Red Cross

said:
"The cost of publication, particularly
of paper, has been mounting for a
considerable time, until during the last
year a point has been reached where
further publication of the magazine
would involve either a considerable increase in the subscription price, or a
subsidy from the general funds of the
organization. To increase the subscription price, but the needed point seemed tion price to the needed point seemed unwise and would, in all probability, bring about a reduction in circulation that would defeat the purpose for which the society has published a magazine. On the other hand, the executive committee does not feel justified in using the general funds of the society in meeting the deficit certain to arise under present conditions.

## Agency for American Insulation Company

The Philadelphia office of the Hancock Payne Advertising Agency has been given charge of the advertising account the American Insulation Philadelphia, manufacturer of asbestos and magnesia insulation products.

## Conover-Mooney Activities

Harvey Conover, vice-president of the Conover-Mooney Company, Chicago, has taken charge of the art and copy department of that agency. Mr. Condepartment of that agency. Mr. Conover formerly was advertising director
of the William H. Rankin Company,
Associated with him will be William
Clendening, for twelve years head of
the copy department of the Nelson
Chesman Company.
Loren E. Shears, for years a copy
writer with Lord & Thomas, has joined
the Convery-Mooney copy department

writer with Lord & Thomas, has joined the Conover-Mooney copy department. Among the new accounts of the Conover-Mooney agency are the Grain Juice Company, Ltd.; Markus-Campbell Company, W. Gregory Smith Company and the Research Chemical Company, all of Chicago.

## Will Advertise "Wizard" Cigarettes

The Bloch Brothers Tobacco Com-pany, of Wheeling, W. Va., has en-ployed Greig & Ward, Chicago, to ad-vertise its new "Wizard" cigarette. Among other accounts recently secured by this agency are Rogers & Co., wom-en's petticoats; Hugo Du Brock & Co., women's dresses; Hockaday Company, paints, and Stebbins Hardware Company, all of Chicago.

## A-C Electrical Company Has Agency

The J. Horace Lytle Company, Day-The J. Horace Lytte company, Lay-ton, Ohio, advertising agency, has se-cured the account of the A-C Electri-cal Company, of that city, manufac-turer of small lighting plants and frac-tional horse power motors. The sched-ule, which starts immediately, will in-clude the electrical and implement trade papers, State and national farm

## Freling Foster Joins "The Literary Digest"

Freling Foster, formerly industrial advertising counselor of the McGraw-Hill Company, and previously of the Society for Electrical Development, New York, has joined the advertising staff of The Literary Digest, New York.

## Fish Bait to Be Advertised

James Heddon's Sons, of Dowagiac, Mich., manufacturers of Dowagiac bait, have placed their advertising ac-count with Stavrum Shafer, Inc., Chicago. Outdoor magazines and business papers will be used.

## To Advertise a Bottle Capper

Chica

Kans

Vanderhoof & Co., Chicago, have secured the advertising account of the Corco Manufacturing Company in that city, manufacturer of a patent bottle capper. Newspapers are being used.

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# -how do you calculate

your advertising rates—the cost per line per thousand circulation?

Do you figure only the circulation in territory where you have distribution?

How much does the lost "national" circulation cost—that in territory where your goods can not be bought?

Daily Newspapers have the least circulation waste, the lowest advertising rate and the greatest power of any other medium.

Invest in Newspaper Advertising

## E. Katz Special Advertising Agency

Established 1881

Publishers' Representatives

Chicago Kansas City

New York

Atlanta San Francisco

Aug.

better paper

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better printing

S. D. WARREN COMPANY

BOSTON, MASS.

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WELLER

Printing Papers

, 1920



For Engravings Know'what Paper

"Etch this deeper."
"Take out all that dirt."
"Re-etch highlights."

"Rout out this profile."

Thus do expert critics of engravings, such as are employed by a number of the great printing establishments, direct their engravers.

A critic sits with plate, copy, and proof before him, a colored pencil in hand. Often when his task is done the corrected proof suggests an explanatory diagram of the Marne battlefields. But to the engraver the marks on the proof have a very definite meaning.

Often the engraver might have avoided adverse criticism had he made his plate for the paper specified for the job.

Imagine how a 150-line screen engraving would look if printed on the stock newspapers use. Or how sketchily a coarse "news tone" would reproduce on Lustro or Cameo.

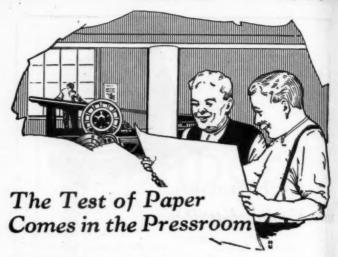
The expert knows how a halftone is going to look after it is printed; even though the engraver has very carefully drawn from his hand press a double-inked impression on a sheet of highly-finished plate paper.

But you, who are not a critic of engravings, require proofs pulled on such paper as you have chosen.

S. D. WARREN COMPANY
. Boston, Mass.



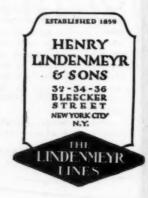
Printing Papers



APERS that are uniformly good and suited to the enprevent needless gravings time charges. Such papers cut down make ready time, reduce press delays to a minimum, display type and engravings to advantage and occasion better printing-in many instances at lower costs.

Warren's Standard Printing Papers, Strathmore Covers, Buckeye Covers, Princess Covers and other items of The Lindenmeyr Lines are papers of this class.

Dummies, sample sheets and specimens, showing the kind of printing that may be expected from any good printer who uses these papers, will be furnished on specific request by letter.



16-18 Beekman St., New York City, N. Y.

54-56 Clinton St., 58-60 Allyn St., Newark, N. J.

Branch Houses

Hartford, Conn.

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## Making the Inanimate Object Live in the Advertising

Remarkable Case of Big Ben, a Clock That Became a Real Personality-Other Instances of This Desirable Quality in Advertising

## By A. L. Townsend

NINE men out of ten will tell you that Big Ben is more than a mere alarm clock-a thing of cold metal and temporarily animate mechanism. It possesses individuality, personality, character. It all but talks as it calls you from your bed in the morning.

The advertising has had much

to do with this.

Many years ago, the brilliant mind that conceived this advertising set out to do just this thing. He began by having an illustration made of the clock that was unlike any other retouched picture of an inanimate piece of mer-

chandise.

1020

It was an up-hill fight, and we know, of a certainty that he spent thousands of dollars getting just his ideal. It was the start of an entirely new school of retouching. Realism took a side step, while tricky, innovational lighting stunts were brought to bear. Heretofore, photographs, blown over with unimaginative air-brush, served as advertising illustrations.

Then the name was an inspiration. There's something chummy and masculine and altogether companionable about "Big Ben."

That helped.

Lastly, the copy was so worded, that the clock took on certan welldefined characteristics. It was your guardian, as you lay asleep. It had almost human understanding. It never betrayed its trust. And when the three elements were put together, in an advertisement, and then everlastingly persisted in, month in and month out, the in-evitable happened. Big Ben grew up with us and ticked its way into our hearts.

We have always thought that the telephone company has missed a wonderful opportunity by not humanizing this living, talking, personable invention. It would receive a great deal more respect, if advertising spoke less of the service and of the compass of the telephone, and more of the human side of the little, patient, alert business and social aide.

Certain advertised articles lend themselves to the humanizing process. We associate them with something more than mere inven-When Eveready tive genius. Daylo began to use as a slogan for handy flashlights, the happy phrase, "The light that says 'There it is,'" the product was given a certain good-natured personality.

The electric flash was presented to you as a companionable, handy, responsive aide, always at your service, indispensible, keenly alive. The public is asked to look upon the Daylo as a chum, ready to lend assistance just when you need it most. Merchandise that does something, that is mechanical, and that is intimately related with the person who operates it, is, of course, susceptive of these humanizing twists of copy and of illustration.

#### LIFE IN KODAK ADVERTISING

The Kodak is another inanimate article that is animated by the imagination. We once knew a man, an amateur photographer, who had carried one certain camera for twenty years. would talk to it, reprimand it, praise it for a fine piece of work, take it into the dark room with him when he developed negatives.

When advertising thus humanizes an article and gives it a living personality, the appeal is sure to be far greater, more intimate. Just see what a certain motor-car campaign has accomplished by suggesting that owners of these cars have a true affection for

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play-fellows!

We were amused to see a man step up to his automobile in a crowded city street, and, while unlocking the familiar auto theft signal, say to it, as if talking to a living person: "Well, little friend, you kept 'em away, didn't you? Thatta boy!" and he patted the signal as he threw it into the rear of his car.

Man's tendency is to take such devices into his full confidence. Why then does not the advertiser employ the scheme to a greater extent in campaigns that are ideal for the purpose? The copy would be much more readable, we venture

Since Davey, the Tree Surgeon, began to advertise as he has, people look with new vision upon trees and are more sympathetic than in the past. For Davey tells us that trees actually suffer, "die of thirst," take sick and wilt, spiritually.

Text such as is being issued now by Joseph T. Ryerson hu-

manizes steel:

"Steel is born in movement. Molten, it streams from the furnaces a cascade of flame. the growling rollers crush the color from it, and it emerges cold and hard and gray. But it flows on. Under the gleaming arcs of the warehouses, the passing shadows of the cranes bear witness to its endless movement. The world is still abed when the day's orders have reached the waiting steel. And at a given moment, the streams of bar and plate and bolt The door of a waitconverge. ing freight car slams. And presently the steel settles to its appointed duty-the girders of an office building or a humble wagon bolt.

There is poetry of phrasing and motion to copy of this character, but its chief virtue is the manner in which it enlivens a subject that might easily be dull, unemotional. If people are to read about somewhat mechanical and far-afield subjects, then advertising must discover ways and means of making the material interesting.

## The "Matter With America"

C. E. Knoeppel, president of C. E. Knoeppel & Co., Inc., of New York, in an address on "The Future of Industrial Engineering," quoted the following:
"What's the matter with America

these days?
"Too many diamonds, not enough alarm clocks.
"Too many silk shirts, not enough

blue flannel ones.

"Too many pointed-toed shoes and not enough square-toed ones. "Too many serge suits and not enough

overalls, "Too much decollete and not enough

"Too many satin-upholstered limou-sines and not enough cows. 'Too many consumers and not enough

producers.
"Too much oil stock and not enough savings accounts.

"Too much envy of the results of hard work and too little desire to emu-

"Too many desiring short cuts to wealth and too few willing to pay the

weath and too few willing to pay the price.

"Too much of the spirit of 'get while the getting is good' and not enough of the old-fashioned Christianity.

"Too much discontent that vents itself in mere complaining and too little real effort to remedy conditions."— Graphite."

## Proposed New Trade-Mark Law in Uruguay

A commission appointed by the National Council of Administration is Uruguay has recommended changes is the trade-mark law, which have been embodied in a bill now before the Genembodied in a bill now before the Geeral Assembly. One of the principal provisions clarified by the commission is that contained in article 10, in accordance with which, even though resistration is the basis of property in a mark, the owner of a domestic or foreign trade-mark which has been in use in the country but not registered, or the registration of which has expired, may oppose its registration or the registration of a similar mark by a third party or apply for annulment if registered. Prior right of use must be proved within two years from the date of the inscription challenged. The bill also emphasizes the necessity, in the also emphasizes the necessity, in the case of the registration of a foreign mark, of the presentation of proof of its registration in the country of origin.

## Gordon-Wylie Joins St. Louis Agency

After a year with the Southwestern Advertising Company, Oklahoma City, where he has been since his return from where he has been since his return from four years' service overseas with the Canadism Army, Donald Gordon-Wylie has joined the staff of The Gardner Advertising Company, St. Louis. He was for five years copy chief of J. J. Gibbons, Limited, Toronto.

## Conservative Bond House Adopts Human-Interest Copy

Prospects Are Sold on the Industry as Well as on the Security

THE New York Stock Exchange forbids its members to use any kind of pictures or illustrations in their advertising. It also taboos the use of anything that may be regarded as a catchline, calculated to excite interest. This attitude on the part of the Exchange has probably grown out of the practice of having the firm's attorney act also as advertising manager. The idea is that it is more important to have the bonds accurately described, as they would be interpreted by a court, than that they have any selling value. As a consequence, the most of the bond copy has all the accuracy of a lawyer's brief for the establishment of boundary lines for a piece of real estate, and about as much clarity and romance as that variety of literature usually embraces.

Yet this advertising has been used in the successful sale of many million dollars' worth of bonds. It has also been successful in standing out in striking contrast with advertising for the kind of bonds which the Stock Exchange does not handle. That advertising usually contains plenty of jazz, human interest and punch. It is strong on sales talk but meagre on information. But it also has sold bonds—millions of dollars' worth of bonds.

The chief criticism with the conservative, or legal type of bond advertising is that it has not increased the circle of bond buyers. It sells only to those who know bonds. Also it has left practically all of the selling for the salesmen. Another difficulty has recently arisen. An oil company of Texas selling a series of bonds of a highly speculative nature was able to use a name so nearly like the "Standard Oil Company" that most of the readers believed that the announcements were made by that highly responsible institution. And the

deception was furthered by the use of a very conservative form of announcement, one that the Standard Oil Company might use in announcing a stock issue. So as a distinguishing feature between the wildcat and accredited varieties of bonds, the conservative form of statement is no longer reliable.

"Why not use copy for selling bonds which is dignified and conservative, but which, in addition to giving information, gives some of the reasons why it is a good buy?" was a question that M. C. Alverson, advertising manager for Halsey, Stuart & Co., asked himself when he was told to prepare the publicity for an eight-milliondollar bond issue for the Utah-Idaho Sugar Company.

THE LAYMAN READING OLD-STYLE ADVERTISING WAS ALL AT SEA

Ultimately those bonds would be bought by people who get very little information out of the oldstyle advertising which started out by stating: "Total authorized issue, \$8,000,000. Interest payable semi-annually, January 1 and July 1, at Bankers' Trust Company, New York. Coupon bonds in denominations of \$1,000 and \$500, registrable as to principal. deemable at 101 and accrued interest, upon any interest date upon 60 days' notice, in whole or in series, providing that in case less than all outstanding bonds shall at any time be redeemed. . . ." That was the usual form and was the introduction to an advertisement which was expected to interest people who buy bonds of \$500 and \$1,000 denominations. The rest of the description was in the well-known legal-brief form with all its redundancy and legal exactness. It sounded as if it might be all right, if one could only understand it.

The return from the investment was easily stated; no explanation was necessary. But as to the item

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of safety, it was obscured rather than clarified by the minuteness of the description. One would be impressed that the bonds were legally and correctly executed and that there was sufficient property behind the securities to make them a safe investment so long as that property was producing. But after all, it is the industry that is the security, quite as much as plant, equipment and real estate used in the industry. Once let the factories close, all the buildings and most other visible assets are not of a nature that much can be realized upon them. That had been a weakness of the formal advertising.

Mr. Alverson decided that he would sell prospective buyers the sugar industry. So instead of a description of the details of the terms of the bonds, the first announcement was headed with the picture of a home, a newspaper press report from Utah telling of the exceptionally large beet-sugar crop this year, and a section of a kitchen showing the family sugarbox. The first paragraph of the copy stated in part: "Sugar is a necessity. The worldwide scarcity of sugar reaches every household. In spite of the increased acreage of beet and cane sugar, outside of Europe, the supply is still insufficient. In the opinion of experts it will take years before Europe can attain its pre-war production. To the investor this assures great prosperity for well-established, thoroughly experienced and growing domestic sugar-producing companies and offers a particularly attractive opportunity in the Utah - Idaho Sugar Company's 7 per cent gold

briefly and plainly described.

Interested readers are asked to send for a descriptive circular in which further details are given. This circular is written in the same style and from the same angle as the newspaper copy. One is told that the present crop, in the face of an increased demand, will be one-sixth below the 1913-1914 crop. That the beet fields of Europe are exhausted because

bonds," etc. The bonds were then

of lack of fertilization during the war. Then it will take years to bring this soil back to normal production. The reader becomes a pessimist as a sugar buyer, but an optimist as an investor in the sugar business. After reading the circular it looks as if there would be a lot of money made by the sugar factories in the next decade.

One not only grows optimistic about sugar in general, one's interest in beet sugar is particularly stimulated, for "Beet sugar is just as sweet as cane sugar and only the same amount of it is required to render a given degree of sweetness. As far as its composition is concerned, the refined product obtained from the juice of the cane and beet, although derived from different species of plants, is exactly the same. Even a chemist, with the aid of a scientific laboratory equipment, cannot distinguish one from the other."

The advertisement will be published in metropolitan newspapers in all parts of the country, and it is Mr. Alverson's belief that it is the first exhaustive use of humaninterest copy in bond advertising of the old-line investment houses. Banks have found that copy which represents them as institutions made up of real human beings, with real service to offer, is much more valuable than the old dig-nified, "conservative," stereotyped kind that gave a list of the bank officials and a statement of the resources, which meant nothing to 90 per cent of the readers. Bond houses may find it profitable to present what they have to sell as if they expected human beings -not courts-to be interested as buyers.

## Shingle Association to Continue Advertising

At the annual meeting of the Westtern Red Cedar Association, held in Spokane, Wash., July 30, it was voted to continue advertising for the balance of the year, on the basis of using during 1920 approximately the same amount of advertising space as was used in 1919, with the same relative expenditure. E. L. Clark was re-elected secretary of the association. 1920

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# Next to Reading Matter? No! Equal Thereto.

ERE is an instance of the careful reading which railway officials give the Railway Service Unit, another example of its great publicity value to those who would sell the railways the innumerable articles which they require.

A letter came to us one morning from an official of the Detroit Terminal Railroad Company stating that he noticed an article, or an advertisement—note that he was uncertain which—in one of our papers covering a certain small machine used for the purpose of truing up cut journals.

"Not in the text pages," our Editors reported, and then we found that nearly a year prior to the date that inquiry was made, a certain concern—name on request—had devoted a quarterpage advertisement right in the center of the advertising section to such a machine, and so advised the man who wrote us.

Now the point to remember here, is the careful reading railway men give advertisements in the Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer, Railway Signal Engineer, Railway Maintenance Engineer, and that no matter where an advertisement is located in same, it is not next to reading matter in value, but of equal value to the text pages.

Which is why The Railway Service Unit of "The House of Transportation" assures the right kind of publicity in the Transportation Field.

All five members of the Railway Service Unit are members of the Audit Bureau of Circulations and Associated Business Papers.

## SIMMONS-BOARDMAN PUBLISHING CO.

'The House of Transportation"
WOOLWORTH BUILDING, NEW YORK

Chicago

Cincinnati

Washington

Cleveland

London

Publishers also of The Marine Engineer, The Boller Maker, Locomotive Cyclopedia, Car Builders' Cyclopedia, Shipbuilding Cyclopedia, Material Handling Cyclopedia, Maintenanee of Way Cyclopedia.

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# Do It Right

There is only one right way—If the Northern Indiana and Southern Michigan territory is to be effectively covered the South Bend News-Times must be used.

The News-Times dominates South Bend and the South Bend territory. No other Indiana or larger city newspaper entirely covers the field. Therefore, no National newspaper campaign can be complete without the News-Times.

South Bend is an industrial city, in the heart of a rich agricultural and fruit country. The News-Times with its 17,000 circulation goes home—reaches the people.

Let us send you News-Times, Jr.

## SOUTH BEND NEWS-TIMES

Morning Evening

Sunda

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE & WOODMAN, INC.
Chicago New York Detroit Atlanta

New York Detroit Atlanta Kansas City

## Flour Mill's Cook Book Becomes Famous by Advertising

And Likewise Five Roses Flour Gains Sales and Friends Through the Cook Book

## By Margaret A. Bartlett

SOME years ago, when I was a young housekeeper in Western Canada, a friend suggested to me a cook book which I had long been her stand-by. I sent for it, more because I was always sending for cook books than because I felt I would derive any especial benefit from it, but to my surprise when the book arrived it was a different sort of cook book.

There were no highly-colored illustrations, showing wonderfully-built dishes: there were no high-sounding, authoritative names as authors of the recipes. Instead there were over a hundred pages filled with the true and tried recipes of hundreds of real home cooks—the kind of recipes a mother hands down to her daughter, a neighbor passes on to a neighbor, a friend to a friend. The book "made a hir" with the young housewife. Not only did I delightedly and successfully try out many of its recipes, but thereafter always specified in the grocery order the brand of flour which had prompted the cook

That flour was Five Roses Flour, manufactured by the Lake of the Woods Milling Co. of Winnipeg and Montreal, and sold throughout the whole of Canada. Advertising has spread the fame of this flour from one end of the Dominion to the other. The cook book has always been played up a bit more than is customary—it is now familiarly known as the "Famous Five Roses Cook Book" -but aside from that feature, the advertisements were not particularly unusual. Flour is not an easy commodity to advertise in a striking manner. A loaf of bread made from 4X flour looks no better on the printed page than a loaf made from XYZ flour. Likewise 4X flour may be "unsurpassed as to quality, the best and most economical for general cooking," but XYZ flour, we find, is said to possess the selfsame merits.

Within the last year, however, the Five Roses advertisements have taken on a decidedly different, distinctive note. Many mediums have been used for this advertising, including various farm papers and city dailies. Yet this campaign which has made such a departure from ordinary flour advertising, has been built entirely around that "Famous Five Roses Cook Book."

Now, as every housewife knows, it is the exceptional woman who excels in every branch of cookery. "Any old flour" may do for one woman in making bread, but when it comes to cookies-well, she admits she can't make good cookies. Likewise a woman may have great success with every known variety of pudding, but her dumplings—ah, her dumplings!—in-variably they are "sinkers"! To the former woman a suggestion that a certain flour will make excellent cookies is enough in itself to win her to a trial of it, while an advertisement featuring dumplings is almost sure to tempt the latter woman.

## TEMPTING DISHES DISPLAYED, ONE AT A TIME

It was with a full realization of the above facts that the present series of Five Roses advertisements was planned. At least one advertisement in the series was sure to touch a responsive chord in every Canadian housewife.

One of the earlier advertisements aimed at the woman who seldom made dumplings because she always had such poor luck with them, featured a big iron stew-pot, filled with steaming hot stew, on the top of which floated

an airy dumpling, while another dumpling, equally, light, was being ladled out. The text covered the side of the kettle.

Another advertisement featured doughnuts—"golden, crusty coats, tender, digestible centres." The housewife was informed that the Famous Five Roses Cook Book Thus was each branch of cookery taken up, and the superiority of Five Roses Flour proclaimed for each. The copy has been genuinely different flour advertising copy, but the appeal it has contained has been one that has "struck home." Every housewife is sure to be reached by at least

one advertisement in the series. She is almost certain to desire those seventy pudding recipes, the over 200 cake recipes, the proper way to make dumplings or the whole chapter on fried cakes, and once she has sent for the cook book she is almost certain to try Five Roses Flour in making her new cakes and pies and



Retail grocers in New York State, meeting recently in convention at Poughkeepsie, declared that manufacturers should advertise extensively their advances in prices on all commodities and not "pass the buck" to the retailers for the latter to receive all the censure for the high rates, which they are not responsible for.

One after another the grocers took the floor and said their prices had advanced only in proportion to the prices they have had to pay for all goods.

## To Advertise Parisian Women's Wear

Jay-Thorpe, Inc., which will open in October a retail establishment in New York devoted to Parisian wear for women, will advertise in daily newspapers, society weeklies and monthly fashion magazines through Alfred Stephen Bryan, New York.

## A. C. Smith in Chicago for Van Patten

A. C. Smith, formerly space buyer in the New York office of Van Patten. Inc., has been made office manager of that advertising agency in Chicago.



THE COOK-BOOK, ALWAYS READY TO TEMPT WOMANKIND, IS THE MAIN TOPIC OF COPY FOR A WHOLE SERIES OF ADVERTISEMENTS

contained a whole chapter on fried cakes.

Again puddings "light and palatable" were made the basis for one of the advertisements. "Over seventy pudding recipes in the Famous Five Roses Cook Book, such as Sponge, Roly Poly, Yorkshire, Butter, etc.—all names to tempt you to bake."

On the approach of strawberry season Five Roses Flour was recommended for the inevitable shortcake. "Whether you prefer your Strawberry Shortcake made with layer cake or biscuit dough, you will find the right recipe in the Famous Five Roses Cook Book—over 200 cake recipes."



# The **Primitive Messag**

THE Indian sign-language conveyed the simple truth to simple minds in the simplest possible way. There is much of the primitive in us all today. The advertising we do for our clients puts the message across by presenting the single Dominant Idea of a business simply, directly, forcefully.

Without obligation to you, an executive of this organ-ization will gladly call to give you detailed information regarding Dominating Idea Advertising.



YJUNKIN ADVERTISING COMPANY CLEVELAND CHICAGO

S. WABASH AVE.

LEADER NEWS BLDG.



# Miracles That Copy Performs

NEARLY every druggist in the country has carried for years a certain simple form of preparation. So staple had it become that the big pharmaceutical houses made it and in many cases the dealer had it put up under his own name.

About four years ago a manufacturer looking for a new product hit upon this one.

He had some made up—no different from the rest except the name that he coined.

The first year without the aid of salesmen but with copy alone he did a million dollar business. He now not only owns the market but has created hundreds of thousands of new users for this type of article—yet the only

thing new about his proposition was the copy.

A certain course for training the mind was written a few years ago. Every book store in the country had several such systems which sold at 50c or \$1.00.

But a copy idea was evolved for the producer of this new course and 300,000 were sold at \$5.00 each.

A staple selling through the grocery trade in a strongly competitive market increased sales over 100 per cent in a few months this year, after a change of copy was made.

And so it goes. Copy is the lifeblood of advertising. The right appeal properly made can make ten sales to one made by the average kind of copy.

Years of experience in tabulating the results from the expenditure of millions of dollars for mail order advertisers has shown us what copy can do.

And every day we are proving that the same principles, the same appeals that have made good here produce an equally satisfactory result on goods sold through dealers.

Our little book, "The Tested Appeal in Advertising," discusses this subject from many interesting angles. A copy will be sent on request without obligation.

# Ruthrauff & Ryan inc. Advertising 404 Fourth Ave. at 28th St. New York

Chicago Office: Thirty North Michigan Boulevard Baltimore Office: 209 North Liberty Street

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New Cadillac Motor Car Plant Under Construction at Detroit

# Answering the Motor's Call

To the vast array of manufacturing plants in Detroit, The Fourth City, must now be added the new plant of the Cadillac Motor Car Co., costing approximately \$3,000,000 and providing 487,000 feet of floor space. The call of the motor car is unceasing, worldwide, and Detroit, as no other city in the world can, must provide.

3300 factories here turn out nearly two billion dollars worth of manufactured products—these are the bulwarks upon which rests this city's prosperity, its huge buying power, its ability to respond quickly to the advertiser's message.

ONE morning newspaper can most surely and most quickly put you in touch with all that is worth while to any advertiser in Detroit, and that newspaper is The Detroit Free Press. This is not a matter of statement, but a matter of fact, as can be amply demonstrated through a use of its columns.

# The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.

**NEW YORK** 

Foreign Representatives CHICAGO

DETROIT

# The Dramatization of Advertising Ideas

How the Advertiser May Usefully Take a Leaf from the Playwrights Notebook in the Shaping of His Appeal Toward a Climax

## By E. McKenna

OCCASIONALLY we hear an advertiser explain that his advertising has been successful because he succeeded in "dramatizing his proposition" in a way to impress the public's consciousness. The word "dramatization," however, is a big one and is open to various interpretations. word "dramatic" itself is often abused and wrongfully used. Some persons, for instance, have an idea that to be dramatic is to be startling, to be sudden or surprising, or even shocking. Other persons think that the word dramatic is virtually synonymous with brilliant or clever. Yet an adver-tisement may be either startling or clever without being dramatic.

It is the organization of ideas which makes dramatization in the advertising sense. It is the organization of ideas and their shaping toward a climax which is the essential business of a dramatist, or the professional writer of plays. It has often been pointed out that if advertisers were to consult the organization of plays for pointers, they would find much to their advantage. The thing for them to look for is not superficial matters, like the turn of a phrase or melodramatic situations, but the method by which the playwright develops and unfolds his central idea.

It is perhaps not generally known that George Bernard Shaw earned his first money by writing patent medicine advertisements. These compositions are probably not to be found now, but if they could be, it is possible that it could be shown that young Mr. Shaw dramatized his appeal and did it successfully.

Let us consider the construction of an ideal play. There is the first act, in which the principal characters are introduced and in which the theme is "exposed." Its function is to arouse our curiosity, to tell about a story, and to create a desire on our part to hear the rest.

This form might be compared to, say, the first third of a well-built advertisement. The goods are introduced in a way that attracts attention. The kind and quality of the merchandise is "exposed" in a way to make the reader curious to learn more about it, and even impatient.

#### THE PLOT UNFOLDING

In the second act, the kind of quality of the characters begins to appear. Differences are shown and later are accentuated, our emotions are stimulated, principally by comparison of the char-acters. We are becoming in-tensely interested, Something is going to happen-we see a presentation of acts reflecting good or bad character. Presently there will be a call for the exercise of judgment on our part. We must make a decision soon, but as yet we don't know quite enough to enable us to arrive at that decision. Something more remains to be said, and for that we must wait until the third act. Then the curtain comes down, and we are given a mental pause in which to reflect.

Comparing goods to actors for a moment, what is the quality in the product that will, when the test comes, distinguish it from all other merchandise of the same general kind and purpose? Will the goods do what they say they will? Will they make good on promises? Will their goodness endure? We have had considerable evidence of a favorable nature, we make a display of this evidence, lay it out before the spectator and invite his judgment.

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Adroitly we tell him that his judgment is sound, we appeal fairly to it, let him use it.

When the curtain rises on the third act, we (the spectators) unconsciously summon what is left of our resistance. We are not to be caught too cheaply. The character that has withstood all

terest was rightly based in the first place. He also reaches back into the second act and brings before our eyes the consequences of the situation so far revealed. Good enough, our judgment was not at fault at all.

Now, then, by means of his actions, he makes you see that

certain results are inevitable. The climax and denouement of the play arrive. The results are laid before us. We applaud whole heartedly. We have made a decision. We are "sold." We go home satisfied.

Let us see how the dramatization of advertising ideas is worked out in actual practice. Take the universal joint" for automobiles, for in-That is a stance. product which at first glance might not seem to lend itself readily to dramatization. But the Thermoid Rubber Company has dramatized it successfully in an advertisement for its "Thermoid-Hardy Universal Joint."

The advertisement opens with an illustration of the results of a test of a joint in which a two-inch, tengauge tubular propeller shaft was twisted at a total stress of 21,700 inch pounds

with no injury to the joint. The headline, or caption of the advertisement says: "Shaft twisted—joint unharmed." This might be compared to the title of a play. Then comes the sentence: "Why more and more manufacturers are using the flexible fabric universal instead of a metal joint." Here, then, is the central theme of the drama which is to be developed. The copy now goes on to say:

"Under tremendous strain the two-inch steel propeller shaft was actually twisted—but the flexible fabric universal joint remained



SUBJECTED TO ANALYSIS, THIS ADVERTISEMENT DEVELOPS AS DOES A DRAMA, PLAYED ON THE STAGE

temptations has come out all right so far, but we must be shown that he is the real thing. He nearly had us going at the end of the second act, but something still remains to be said. Let him say it, then, and say it right, and we are with him.

At this point, let us say, the chief character reappears and summons his powers for a final effort. He reaches back into the first act for a salient fact or two, turns them about, shows them to us again, with assurance that they are genuine facts and that our in-

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intact. This was the remarkable result of a test made recently at

Purdue University.

"This new flexible fabric universal-stronger than steel-marks another forward step in auto-For years . mobile construction. ordinary metal universals have been used because it was believed that only metal could stand the severe strain.

"Backlash—jerks and rattles blows that rack your car-these are troubles from metal joints that every motorist has experi-

enced."

We can properly compare this section of the advertisement to the first act of a play-the merchandise has been introduced in a way to attract our attention, the theme has been "exposed," and we are ready to hear more.

We now come to the second act in the Thermoid-Hardy Universal Joint drama. We are now ready to hear how our chief character is differentiated from other characters, and we await comparisons. On examining the advertisement we find that this development comes under the sub-heading of "Fanwise construction for strength." The copy goes on to say:

"Enormous strength is given the Thermoid-Hardy Universal Joint by the unique construction of the fabric discs. Each disc is built up of several layers of fabric, put together so that the strands in each piece run in a different di-

rection.

"This fanwise construction-an exclusive Thermoid-Hardy patent -is the only structure that can give uniform strength and elasticity to flexible fabric discs.

This completes the second act, and when the curtain goes up on the third, we see our chief character gather his powers for the final effort. It comes in this fashion: "Try out for yourself the new universal joint." Thus does our chief character demand our decision. He goes on to explain what he means, as follows:

"Ride in a car equipped with Thermoid-Hardy Universal Joints -a car that has gone 10,000 miles or more. Start the car yourself. Notice the absence of jerks, rattles and backlash. Even over rough roads you will find the minimum of jar and vibration."

Nothing now remains except the concluding remarks and explanations which are needed to complete the play. They come in this fashion:

"Send for our new book 'Universal Joints—Their Use and Mis-use.' It will give you in detail the construction of the Thermoid-Hardy Joint, records of performance, opinions of leading engineers and manufacturers who have adopted it."

It will be seen that the stages in a play, marked off by separa-tion into three acts, correspond pretty closely to the steps in the well known formula for the construction of an ideal advertisement-attention and interest, de-

sire, and action.

There is, therefore, nothing particularly new that the playwright can tell the advertiser, except that the playwright's example will lead the latter to give less attention to minor details and to concentrate on the big thing, which is the organization of ideas toward a certain end. The fact should never be lost sight of that effective advertisements do not consist so much of pulling copy, pulling typography, and pulling illustrations as of pulling ideas. Copy, type and art work all play their valuable part, but only as they lend power to the basic idea.

THE PRODUCT NOT ALWAYS THE "STAR"

It must not be supposed that in this kind of advertising it is always necessary to dramatize the product, or to make it the leading character, so to speak. sometimes possible, and even preferable, not to attempt to dramatize the product, but rather to dramatize some idea or some thing related to it or accompanying it.

For example, a recent advertisement of O'Sullivan's Heels dramatizes not heels but fatigue. Fatigue is introduced as "the greatest enemy you have in your work to-day." It is set forth that "Every

year 800,000 serious industrial accidents occur in the United States. Authorities claim that 83 per cent of them would have been pre-vented had the worker not been fatigued." The theme is further developed by the statement that men and women in various ways waste their energy, and because of this waste they become overfatigued, hence meet failure and defeat. One of the greatest of these wastes, we are told, comes from pounding away energy on hard pavements. The climax of this drama of fatigue is reached in the revelation that "O'Sullivan's Heels absorb the shocks that tire you out.

Similarly, the National Park Bank of New York dramatizes its services in an advertisement captioned "From the Cotton Fields to Worth Street." It is set forth that at its various stages cotton requires adequate financing, and that in its production and marketing the National Park Bank has long been associated with all the necessary processes from advancing money for the seeds to placing it as a finished fabric in the sales rooms of Worth Street, New York.

The H. W. Johns-Manville Co. has found a way to advertise its product by dramatizing the services of its salesmen. Under the caption of "Secrets from a Wastekiller's Note Book," a series of little scenarios are presented, showing the way in which the Johns-Manville salesmen work. For example, one scenario is entitled "A piece of chalk that saved \$5,000.00." The situation is outlined in what is given as the salesman's own words, as follows:

"Tuesday went through a plant where they had a lot of dryers and other equipment representing thousands of square feet of bare, hot surfaces. Drew a small square with chalk on one dryer wall and bet the engineer that one ton of coal a year was lost in wasted heat. Proved it with our tablesin fact, the figure should have been 1.6 tons. We start insulating all his dryers two weeks from to-day. He's glad I came in, he

Sometimes a whole idea may be dramatized in the headline or title. The Cutler-Hammer Mfg. Company, for example, shows its switch for electric cords, "The Little Switch That Makes Good-Natured Breakfasts." The Pittsburgh Hot Water Heater is well dramatized under the caption; "What Does It Cost to Bathe a Baby?"

Finally, the questions arise: When is the dramatic method of advertising best? How can an advertiser know when his story may be effectively dramatized? Where should one use the dramatic method as against the straightaway narrative, argumentative, or any other method of

advertising?

Such questions, of course, cannot be answered by rule of thumb. The time to dramatize your story is when you want to. Almost any product or service that meets any human need or desire can be dramatized, and there is almost no limit to variations on the dramatic method.

It may be said, however, that the essence of drama consist of a clash of characters, a struggle that has to be fought through, or an obstacle that must be overcome. Those products or services are most easily dramatized, therefore, whose story may be based upon a struggle between contending forces or a triumph won over obstacles.

#### Manufacturers and Importers Meet

At the semi-annual meeting of the Manufacturers and Importers' Association in Chicago, Albert Levy, Western representative of the Auerbach Candy Company, of New York, was re-elected president, and William Bromberg, who has been secretary of the association ever since its organization about ten years ago, was again chosen for that position. The Manufacturers and Importers' Association is composed of about 200 jobbers and manufacturers. Meetings and exhibits are held in Chicago twice a year. The object is to make it convenient for the retailer to do his spring and fall buying. do his spring and fall buying.

The F. F. Dalley Co., Hamilton, Ontario, is launching a compaign for a new coffee called "Thermok-pt." The Hamilton Advertisers' Agency is handling the 1020

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# The Eyes of the World Are On Ohio

Whichever party wins, Ohio will furnish our next President

-will be the most fiercely contested battleground in the Fall election

-most in the limelight.

—"Whoever carries Ohio carries the country!" is true of advertising and political campaigns alike.

And now when Ohio has the center of the stage, is the psychological time to go after the Ohio market.

You can "carry" the rich, prosperous Northern section with a single newspaper. The Cleveland PLAIN DEALER will take your message to every buying factor within a hundred mile radius of Ohio's metropolis and is the only seven-day morning paper that will. PLAIN DEALER influence, prestige and cooperation "carry" Northern Ohio every time. Leave it to

## The Plain Dealer

CLEVELAND

Eastern Representative: JOHN B. WOODWARD Times Bldg., New York Western Representative: JOHN GLASS Peoples Gas Bldg., Chicago

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The Watermark
of Excellence

This full-page announcement appeared in newspapers throughout the country about July 6 Write for copies of it to send to your principal customers.

# AMERICAN WRITING

EAGLE A PAPERS: BONDS - WRITINGS - LEDGERS - BOOK PAPERS - OFFSET

# William Green endorses campaign

The President of the U. T. A. thanks American Writing Paper Company for leading the way in putting the specification of paper up to the Printer

Also acknowledges value of stimulating more cordial relations with customers

POLLOWING are extracts from a speech of Mr. William Green before the Master Printers of the New York Employing Printers' Association.

"I want to take this opportunity to pub-

licly thank the American Writing Paper Company for its attitude towards the U. T. A. and its fearlessness in making that attitude known. The members of the U. T. A. have experienced a great change

in their own feelings during the last three years, and that feeling has been growing. We do not think quite as little of ourselves as we did even two years ago.

## The Printer buys the paper

"We are the ones who buy paper, and we know it. We know it a great deal better now than we did a few years ago, and we are very glad, too, that the American Writing Paper Company is the first to be bold enough and square enough to get up and say that it is a fact. Since they have done it, there have been others who have begun to climb on the bandwagon. You have seen their advertisements, and there will be more of them as time goes on.

"I cannot thank enough President Galliver and the Company he represents for what they have done, not only for the Printers of New York, but for the Printers of the United States. We dis-

> covered a year or two ago what a difference we could make by a suggestion. We made some suggestions as to the manufacture and size of cover papers, and those suggestions stuck.

## U. T. A. Printers want standardization

"Later on we hope to get together, not only with the manufacturers of paper, but with the manufacturers of machinery, and see if we cannot do something that will standardize the sizes and weights and grades of paper, and the size of machinery, so that there may not be so much waste as there now is in manufacturing and distributing in the printing business. We can do it if we get the co-operation of the mills and the jobbers, and I think it is fast coming to us. I hope that in a year or two we can say this has been accomplished."

AMERICAN WRITING PAPER COMPANY Holyoke, Mass.

# PAPER COMPANY

PAPERS - COVER PAPERS - PAPETERIES - TECHNICAL PAPERS - SPECIALTIES

## When the Photograph Is Live News

The Camera in Action, Under Conditions That Give Photographic Advertising Illustrations More Than Passing Interest and Validity

## By Clayton R. Knite

THE camera is at its best as an "advertising artist" when it works free of the studio and set props and posings and discovers subjects with news flavor.

The world is full of a number of things, according to a poet friend, included among which might be mentioned unique, strange and altogether unconventional material for the advertising camera. And this material is far better than the manufactured variety, where models act out little scenarios, and the result invariably smacks of insincerity.

The photograph, as an advertising illustration, becomes valid indeed when it pounces upon fact,

not fancy.

A lone photographer was prowling through the woods near Monroe, Louisiana, when he sighted a unique freak of nature.

A fence had apparently grown right through a sturdy tree; was imbedded in it. Investigation proved that it was literally true.

A snap-shot was taken of this unique stunt. By devious ways, it found its path to the advertising door of the Southern Cypress Manufacturers' Association, on the alert for just such convincing And finally it was featured in

a page display, being presented as a close-up and as a long distance panorama. Hear what the

advertiser has to say:

"Study these photographs of an 'ingrowing fence.' Below is a glimpse down a country highway. This fence has no posts. It was built by forcing split cypress boards between saplings. This occurred so many years ago that nobody knows when it was, nor who was the labor-saving genius who did it. Then the trees grew and grew and grew.

"Now please study the larger photograph and see in detail how the fence looks to-day. Note the

size of the tree, and how deeply are embedded the ends of those old cypress rails-no one can tell how deep they extend in. Note, also, how weathered they are, yet they ring as true and sound under a hammer as though just hewn. Were those old cypress boards somebody's money's worth?"

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The advertisement is an argument in favor of cypress for building purposes. The association drives home an exceedingly convincing argument. The camera has stumbled upon an illustration that contains all the elements of human interest without figures and without studio detail.

Pictures of this character have been long identified with Southern Cypress advertising. They are photographs, but striking, original and very different photographs. They are bits of pertinent news, in picture form, To study them and to read the text is to learn something of real value.

#### FOR THE ANTIQUARIAN

And another case, even more interesting.

This advertiser managed to find photograph of the very oldest door in the world, according to the historical information obtainable.

And the door was made of cy-

"It may be seen," remarks the brief text, "in the Church of Santa Sabina, on the Aventine Hill in Rome. 'This door is of cypress and is adorned with carvings, mostly of the Fifth Century. The upper carvings at the left are said to be the oldest representation of the crucifixion.' Another archaeological authority of Princeton states: 'Opinions vary as to the dates of these doors, but the weight of opinion puts them as early as the Fifth or Sixth Century, A. D.' Does cypress, the wood eternal, last?"

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The photographic illustration of the old door has been considered so important that it occupies practically all of the space, the text being limited and in small type. There is more than posed "human interest" in this type of photograph: it combines romance, history, education, proof of a con-

"I certify that this is an actual photograph, taken upon the stage of the New York Hippodrome, of my five-ton elephant, Jennie, sit-ting on an empty Taylor trunk. This Jennie did without injury to the trunk."

The photographic illustration pictures that big elephantine lady

> coyly sitting upon the trunk, front feet in midair, and apparently her full weight resting as per the advertisér's test.

The Taylor trademark is of an elephant standing on a trunk, and the series of posed photographs now in use is therefore doubly valid.

The camera is efficient when it snaps 1,200 Delco Light sales and service men during an annual convention, and presents them, a sea of smiling, alert faces, to the magazine reader. Back into perspective they stretch, enough to make a very animated double page. And what an opportunity there is to study real character!

By clever patching, silhouetting, and retouching with grey, the illustration took on the appearance of original design.

The composition was very excel-

But it should be again stated that much depends upon how the photograph is handled after it has been secured. Set into a page, squared off, and with no art work, it can lose much of its value. There is much in arrangemen., stopping out of whites, vignetting and other tricks known only to the professional lay-out man.

## Augustus Davis, Jr., Electrotyper, Dead

Augustus Davis, Jr., president of the Knickerbocker Electrotype Company, New York, died August 11.



LIKE THIS

tention, artistic merit and the lure of the long ago.

A novel scene was staged at the New York Hippodrome for the benefit of the C. A. Taylor Trunk Works.

The manufacturer sent a Taylor trunk to the big stage, and what was considered the supreme test of trunk strength was promptly made with the assistance of a monster elephant and its trainer. Just to make people know that it was true and not a mere advertising hoax, George Power, the trainer of the Hippodrome elephants, signed the following written statement:



# SYSTEMS

Prepared by The H. K. McCann Company

1020

# -as good as their bond"

MODERN business places a premium on the integrity of men and corporations. It is called good-will and its value is without price.

The old Roman counsel "caveat emptor", let the buyer beware, has been supplanted by mutual confidence between buyer and seller. Today, repeat orders are coveted more than first sales.

Your business letters are important factors in building good-will—their message, the paper on which they are written, the *impression* they make. Letters written on Systems Bond inspire confidence—there is character between the words, and behind them! Its crisp firmness gives it a dependable feel—a likeable crackle.

Systems is a business man's bond. Its fine rag-content quality never varies. It is loft-dried and scrupulously inspected, yet it is reasonably priced, everywhere.

Systems Bond is the standard-bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well known Pilgrim, Transcript, Manifest and Atlantic marks.

EASTERN MANUFACTURING COMPANY
501 Fifth Avenue New York, N. Y.

Mills at Bangor and Lincoln, Maine



# BONDE

The Rag-content Loft-dried Paper at the Reasonable Price

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# The Handsomest Courtesy of All the Year

NOW come days when the little courtesies of business may well be brushed up; when buyers worth cultivating are worth the best you can send them in Holiday Greeting Cards—solicitous of their favors, but generously motived.

Well shall we please you with Olson Greeting Cards this year. Exquisitely steel-etched designs, such as even Olson cards never rivaled before. And sentiments keyed to the business conditions of now. . . . For the first time, really, in the history of greeting-card manufacture, serious thought has been given to saying something that businessmen would be glad to sign their names to—something fine and broad-visioned, full of friendly intent.

The cards are offered in 25 different designs, each one providing for insertion of your trade-mark, symbol or monogram as an integral part of the design. Sample-box containing the 25 cards will be gladly mailed you, following request on your business letterhead.

There's an Olson line of Personal Greeting Cards, too—steeletched hand-colored cards. If interested in the Personal Cards, please specify in your letter, so we may tell you about them.

## **EUGENE A. OLSON COMPANY**

Manufacturers of Engraved Business Cards Stationery and Greeting Cards

HARTFORD, CONNECTICUT

## Strategic Words and Phrases in the Copy

When Subjects Inherently Distasteful to the Reader Must Be Mentioned in Copy the Choice of a Single Word May Sometimes Decide Between Success and Failure

## By Arthur Cobb, Jr.

"A Hair perhaps divides the False and

True; Yes; and a single Alif were the clue— Could you but find it—to the Treasure-

And peradventure to the Master, too." -Rubaiyat, Omar Khayyam.

THE above significant lines from the alcoholic philosophy of old Omar are probably innocent of any intention on the part of their author to apply them in the preparation of modern advertising copy. Yet they carry a hint of the possible extreme importance of a mere detail, which, if handled correctly, may often prove to be the key to the success of a complicated and elaborate effort, or series of efforts, of any kind.

Old Omar did not make his living by grinding out advertising copy, and he wouldn't have known a half-tone plate from a lithographic stone; but the best authorities tell us that not a single word of a single line he wrote can be changed for the better. This surely ought to inspire the respectful attention of any earnest and perspiring copy writer of today who has experienced the humiliation of getting back his best stuff blue-penciled almost beyond recognition.

Omar recognized the impor-tance of detail, and the occasional supreme importance of some particular detail. In the preparation of advertising copy or business announcements of any kind, such details frequently take the form of single words or phrases used to express some idea which the advertiser knows is distasteful to the reader of the advertisement, but which, nevertheless, must be expressed just the same.

An interesting example of the direct influence on sales of such a detail as a price announcement occurred about a year ago. A

newly-married friend of writer's started housekeeping in a district where two dairy companies were in close and active competition with each other for the milk business of the neighborhood. It happened that just at this particular time an increase in milk prices was put in effect, and both concerns, in soliciting business from the newlyweds, left cards announcing the higher scale of prices. Mr. Newlywed asked his wife a few mornings later which concern she was buying

"From the A--- Co.," she

"How did you happen to de-cide on them?"

"Well, it may sound foolish to you, but it was the way their price card was gotten up. The Wcompany's card was headed 'Advanced Prices' and the other company had their card marked 'New Prices.' Of course I knew perfectly well that the 'new' prices were advanced, just the same as the other, but their way of saying so did make it seem as if they were trying as much as possible to keep from rubbing it in."

A small matter, you may say, but the fact remains that in this case the concern using the right word was the concern that got the business.

#### WHO WANTS A SUBSTITUTE?

An equally intimate knowledge of the necessity for tactfulness in talking to Mr. and Mrs. Public is displayed by a certain foodproducts concern which advertises an article to be used in the place of meat. Is this product referred to as a meat substitute? It is That's far too crude and The word "substitute" not. blunt. doesn't help a bit to ease the way

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for the unhappy consumer with a craving for porterhouse and inability to meet the price. There's a better word, and this concern has found it. The product is referred to as a meat "alternative." Almost anyone can buy an "alternative" without in the least feeling like a tightwad. Although you know it doesn't cost so much as meat, the word has a nice, expensive sound that makes you feel rather pleased with yourself at being able to afford it. In this clever way the stigma of cheapness is removed to leave a clear field for the selling copy to do its work.

To turn to a slightly different phase of the subject, let us consider the problem of the manufacturer or dealer in corsets who has paid particular attention to the requirements of fat women and wishes to emphasize that fact in his advertising. He could say that his corsets are suitable for fat women, or words to that effect, but if he does he might almost as well take his advertising appropriation and chuck it out of the window, for no woman likes to be called fat, even if she really is, and she isn't likely to buy anything from anyone who insinuates that she is. So what does the wily copy man do but get out his dictionary of synonyms and look up all known substitutes for the word. A variety of these synonyms have appeared in such advertisements in the last few years. Fat women have been referred to as "heavy," "stout," "plump," and a number of other terms have been employed. But the best of the lot seems to be one which appeared recently in the newspaper advertisement of a large Middle-Western department store. This store was featuring corsets for heavy women and was making a direct effort to monopolize as much of this business as possible for its corset-selling department. To this end the selling copy was fairly elaborate and well illustrated, and the heading, which was quite prominent, was as fol-

"For Women of Full Propor-

If that doesn't get the idea across with the sting removed as much as possible, it is hard to figure what will. Incidentally, it was learned a few days later that this was the best-pulling piece of corset copy that store had ever run. Here is a case where it paid, and paid well, to have that particular detail of the copy exactly right.

#### A CLOTHING COMPANY FINDS A GOOD ALTERNATIVE

While we are on the general subject of clothing, it might be well to mention a remarkably clever and subtle phrase recently employed by the manufacturer of a comparatively new brand of men's ready-made clothing. For years one of the most important problems such advertisers have had to face is the instinctive aversion on the part of a great many well-groomed men to the idea conveyed by the expression "ready-made" and "ready-to-wear." Men who are accustomed to have their clothes made to measure are very likely to be strongly prejudiced right at the start against any copy attempting to interest them in ready-made clothes.

Nevertheless, the concern in question sincerely felt that it had a product and a service that would provide even the fussiest dresser with as satisfactory an outfit in ready-made clothes as he could expect from the best custom Therefore, the idea betailors. hind the advertising campaign was not so much to capture the habitual buyer of ready-made clothes as to make a direct, smashing frontal attack on the made-to-measure market itself. This sort of campaign implies an attempt to change the buying habits of a large number of consumers, which is always likely to be rather dangerous unless the concern attempting it knows every step of the way. It is not the purpose of this article to go into the details of the merchandising campaign, but merely to point out that one of the important factors in the success of the campaign is said to lie in the suggestion conveyed by the phrase:

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"Custom-Made Clothes-Ready-to-Put-On."

This phrase was used prominently in the advertising copy, and it is rather remarkable how the expression "ready-to-put-on" conveys the ready-made idea without smacking of any cheapness or lack of individuality. It would be difficult to select a more dignified method of referring to ready-made clothes, and this high-toned atmosphere is exactly what the manufacturer was attempting to create in as few words as possible.

A somewhat broader and more far reaching application of the principles under discussion has been made by certain trade associations which have developed a tendency to spread, by means of various kinds of advertising propaganda, designed to stamp out the public use of certain obnoxious terms and expressions connected with a particular industry. case of this sort is the recent edict of an association of persons dealing in rags, paper, iron and similar articles to the effect that they are not to be called "junk dealers" any longer. They are hereafter to be known as "waste material dealers!" The National Association of Waste Material Dealers has started a campaign to dignify the name on account of the immense volume the business has atthe Government since tained started scrapping its vast stores and supplies. They feel that men whose business represents millions should not accept such a classification as "junk dealer."

These are merely a few of many instances where the whole market for a commodity has been benefited by advertising widely the use of a single word which replaces an objectionable expression without affecting in the slightest degree the truthfulness and accuracy of the impression conveyed to the reader.

# Directs H. K. H. Silk Advertising

K. E. Humbert, formerly with Frank Seaman, Inc., New York, is now advertising manager of the H. K. H. Silk Company of New York, Inc.

## Cycle Appropriation Will Be Larger

THE Cycle Trades of America is sold on the advertising that has been a prominent feature of the work of the organization during the past year. Four hundred and twenty-five delegates were registered at the convention held in Atlantic City two weeks ago and not a dissenting voice was heard when J. P. Fogarty, retiring chairman of the publicity committee, said that an advertising appropriation of \$250,000 to \$300,000 would be needed for the forthcoming year. Last year the amount invested was less than \$100,000.

"When we meet again next year," said Mr. Fogarty, "we should be able to report that the bicycle—the cheapest transportation known to man—has reached a production of at least a million a year."

One of the greatest obstacles that the advertising is succeeding in overcoming, according to Walter Rinck, executive secretary, is the feeling in the minds of some people that to be seen on a bicycle puts them in the "soft-shirt class, rather than in the white-collar brigade—a foolish snobbery that has in past years prevented thousands of sales of bicycles to good citizens who want to ride and who should ride."

One of the most interesting parts of Mr. Rinck's report stated that the insertion of 40-inch newspaper copy, in some papers but once and in others twice, had secured the equivalent of 150 solid pages of paid advertising on the part of bicycle dealers.

## H. R. Drummond With Rowland Agency

Harry R. Drummond, for the past three years with Edisor & Publisher and formerly advertising manager of Bloomingdale Brothers, New York; Kaufman-Straus Company, Louisville, Ky., and George H. Perry Service Agency, New York, has joined the merchandising and copy department of the Rowland Advertising Agency, Inc., New York.

Aug

## Advertising Goes After Carpenters

At the Hog Island shipyard in Philadelphia a few days ago seven ships were launched in one hour. The completion of these vessels will finish the yard's contract with the Government. On the day of the launching Geo. W. Smith & Co., Inc., whose business is interior fittings of ships, used advertising in Philadelphia papers, 100 lines over three columns urging carpenters and joiners to attend the launching and see the shipyards.

This was the opening gun in a campaign to procure expert workmen to fit out thirty ships under construction at the yard. The copy is illustrated and written in the language of the men it is seeking. After these thirty ships are fitted out, it goes on to say, there will still be two years' work ahead, with fat pay envelopes and "all inside work—no time lost."

### New Publication Plans of "World Outlook"

World Outlook, which during the last ten months has been affiliated with the Interchurch World Movement, will now, upon the closing up of the affairs of the Interchurch Movement, be published by A. S. Watkins, publisher of American Business.

Willard Price, who has edited the magazine from the beginning, will continue as editor, and the policy will remain unchanged under the new pub-

Most of the personnel of the staff will be transferred to the new organization, including Morgan Steinmetz, art editor; Adelaide Lyons, assistant editor; L. M. Holtz, circulation manager, and B. F. Wolfinger, advertising manager

## Junior Chamber of Commerce

A Junior Association of Commerce for business men between the ages of eighteen and thirty, is being organized by the Milwaukee Association of Commerce. It is expected to start with a membership of 300, eventually increasing to 500.

## New Publication Planned for Chicago

The Chicago Geographic Society is making plans for the establishment in Chicago of a commercial geographic magazine. The plans when completed will be submitted to the leaders in Chicago trade, industry and banking.

## Nitro, W. Va., Manufacturer to Advertise

The Fabricated Roofing Company, Nitro, W. Va., has placed the William H. Rankin Company in charge of its advertising account. Magazines and trade papers will be used.

### Perkins Service Has Special Agency Department

The Perkins Service has added to its organization a Special Agency Department to represent in the Chicago territory the classified departments of various newspapers. M. A. Bettman has been appointed manager of the new department. For sixteen years he has been selling classified advertising in the Chicago field for Guenther-Bradford.

Among the papers now represented are the Baltimore Sun, Milwauke Journal, St. Louis Globe-Democrat, Indianapolis Star and Duluth News-Trib-

## New Pacific Coast Publishing Organization

Stamm Brothers, of San Francisco, have merged their publishing interests. The Stamm Publishing Company, publisher of Pacific Laundryman, which was recently moved from Seattle, has been reorganized. The new company takes over the Pacific Laundryman, owned by A. G. Stamm and the Western Baker, published by G. W. Stamm. This company plans shortly to launch several new trade journals covering the Pacific Coast and Rocky Mountain territory.

## Duncan in Advertising-Printing Business

John P. Duncan, for more than ten years in department store advertising with Gimbel Brothers and other New York stores, previously in the printing business and for the past three years with the Americas For Buyer and other trade papers, has engaged in the advertising-printing business in New York.

# Cole & Freer Make Appointments

Miss Lillian Carr, of St. Louis, has been appointed representative in that territory of Cole & Freer, of Chicago, publishers' representatives. Roy J. Buell has been appointed in a similar capacity in the Detroit territory.

## New Advertising Manager for The Austin Company

A. L. Chubb has been appointed advertising manager of the Austin Company, Cleveland. He was formerly office manager and succeeds C. F. Chard, who becomes district sales manager.

## Joins Kirkpatrick Agency in Portland

Tom J. Sinnott, formerly of the Couche Advertising Service, Portland, Ore., has joined the W. S. Kirkpatrick advertising agency of the same

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FRED C. COLEMAN

Fred Coleman was with the Proctor & Gamble Co. when I first met him. He was nearly as popular with the advertising fraternity as "Ivory Soap," which he was selling at that time, was with the general public. Then he went with the Butterick Co., and after twelve years with that concern he joined my organization.

To-day Fred Coleman is not only one of the best known advertising men in the East but is one of the most valued members of my organization.

Land Block

## The New York Evening Mail

The NEW YORK
EVENING MAIL is
gaining with every issue.
It is gaining in circulation,
in advertising volume and
in prestige. Probably no
paper in New York City
enjoys the confidence of its
readers more than the
EVENING MAIL.

To-day, the MAIL has a circulation of over 175,000 net paid daily, which is a greater circulation, at 3c. per copy than the MAIL ever had when the price was 1c. per copy. This shows how the MAIL is growing.

## Herald-Traveler Policy Pr

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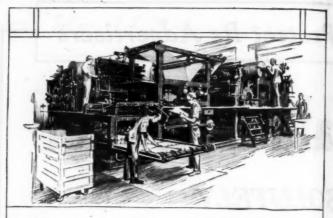
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## Equipment Counts

THE present high cost of labor has emphasized the importance of equipment as a factor in cutting printing costs. Especially is this true of big editions and publication work.

Goldmann equipment effects these economies without sacrificing one iota of quality. A night and day plant is at your service.

## ISAAC GOLDMANN COMPANY

80 Lafayette Street New York City Telephone franklin~4520

## How Salesmen Interpret Consumer Needs

Athletic Outfitters Submit Designs to Sales Force, Which Is Made Up of Experts

THERE are three ways for a manufacturer to consider the perfection of his product. He can assume that he knows it so much better than any of his customers that he will use his own judgment and do whatever educating is necessary to convince buyers that

he is right.

In the manufacture of highly technical products there is little doubt of the correctness of this method. One of the good printers of the country makes a specialty of memorial books and library catalogues. Very few of his customers have a definite idea of the technical get up of a book that they would want. But they have confidence in the printer's judgment, and they like what he gives them—furthermore, they pay him up to \$250 a volume for an edition of fifty copies of one or two hundred pages.

Another way for a manufacturer to gauge his product is to get the requirements of his customers and supply them, even though he does not think them the best. The retailer expresses that by saying: "I give them what they call for." That means that he does not concern himself with whether the article is good or bad: simply fills the demand. Manufacturers who produce goods on contract and who cater to seasonal styles belong to this class. Also manufacturers who goods of a certain price that is popular with the public come under this classification. The head of an extensive cigar factory said about two years ago that men wanted a five-cent cigar, and that is what he would make, regardless of the material necessary to meet the price. He was mistaken. Frequently manufacturers are, who assume that position.

Then there are manufacturers who study their customers' needs, adding the benefit of their own experience. In other words, they co-operate with customers in developing the product. Both of the last two classes keep in very close touch with the sales departments, for it is only through the salesmen that they get a definite idea of what will please the public.

The first class depends on selling the sales department on the wisdom of the product, the size package used and all the terms of the sale. Then they expect the salesmen to go out and sell their customers. The second follow the styles largely as interpreted by themselves. The third use their salesmen, under the best practice, as trade investigators, and through the information thus gained work out advanced styles and new departures which become the vogue. This is the kind of institution that sets the fashions for others to follow.

#### THESE SALESMEN KNOW FROM EXPERIENCE

The Alex Taylor Company, New York, athletic outfitter, follows the last method with its salesmen. In talking over how he had built his business. Mr. Taylor told a representative of PRINTERS' INK that he made it a first principle to make every article just as good for the intended purpose as it could be made, and then to fix the price so that there would be no temptation to skimp the quality. And in order to determine when an article is meeting requirements, or when it needs changing, the salesmen have to be close students of how it is used. That means that they must know the various sports and all the implements and equipment used in sports and athletic contests.

"Take the ski shoe as an example," said Mr. Taylor, as he picked up a plain, solid looking shoe quite resembling the kind that readers who have turned the

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furrow will remember as "plow shoes" and which were to be had for \$1.25. "The least little bit of looseness will so interfere with guiding the ski that its efficiency will be greatly reduced. Yet if the foot is cramped so that the muscles will not have full play, the user will be hampered by it. The toe part of the sole must be flexible with a rigid shank, so that when clamped to the ski it will give the muscles of the foot full play and at the same time be just as nearly a solid piece of the ski as possible. I did not perfect this model until after I had studied lasts and styles in some of the shoe factories of England."

The requirements of the ski shoe was learned through the use of skis by attending tournaments and consulting with those who are expert in the skiing art. So it is with baseball, tennis, football, soccer and all the other sports. The salesmen know the game, know those who excel in it, and their requirements in the way of equipment.

### WHERE THE SALESMEN ARE OBTAINED

How are such salesmen found? Unlike the poets, who are sup-posed to be "born that way," these salesmen are at least partially made. Men who have been active participants in college athletics and who have had selling experience in haberdashery, or some other line whose patrons are predisposed to athletics, and have thus kept the salesman in touch with athletics, are the "raw material" upon which Mr. Taylor builds, for he is his own sales manager. He uses athletic goods as well as sells them, and is a student of athletic sports.

The training and duties of the Taylor salesmen are attractive in the extreme: to attend athletic contests, to "hang around" and visit with the participants, to talk with managers, umpires, referees and extensively with the budding athletes, especially in preparatory schools and colleges. "We get them while they are young," Mr. Taylor explains, "and then we always keep them." His ideal sales-

man should be something of a coach, an athletic adviser, an expert in athletic equipment. Then he should be a salesman of the type to whom orders "just come."

The advertising is closely connected with the selling. College, academy and high school papers and annuals are used; also special programmes for athletic events. Two catalogues are issued, one for the spring and summer sports and one for the fall and winter. In these the results of the sales department are effectively used. If a salesman has succeeded in selling some athletic equipment for the use of one who has made a record, that fact is mentioned with the description of the goods. For example, under baseball bats is the statement: "The models listed under players names are the ones they favor."
Then there is a list "Eddie Collins model," "Ty Cobb model," etc. With one brand is the statement that "Babe Ruth hit one out 533 feet."

Also with the tennis goods is given a list of the players who use Taylor products. The effect on the amateurs of showing the use of goods by distinguished athletes does not need description. And when they grow up with the "Taylor habit" they usually retain the admiration for the line of goods they knew as boys-it is the sales department's business to keep them sold, even after they become professionals. The house makes that easy, for long ago it adopted the doctrine of infallibility of the customer, and every complaint is treated as justifiable and reasonable, even when it isn't.

Many inquiries come for catalogues in response to the advertising in the publications mentioned. To these a specially prepared catalogue is sent having a full description of the products, but recipients are advised to go to the dealers for the goods. The descriptions given in the dealer catalogues, as described above, furnish the best of selling talks for clerks without suggesting that that is the purpose.

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the firm conducts salesmen are instructed to note all criticisms carefully without argument, and if there seems to be merit in the complaint which is made, to pass it on to the proper department. Also clerks are directed to "cater to the youthful buyer-he is the future big buyer; the younger he is the most lasting the impression, if you exert yourself to win his regard."

Mr. Taylor's idea of salesmanship is shown in the following quotation from a confidential message to his clerks, but which is also applicable to his representatives in the field: "Practice positive salesmanship and learn to carry conviction when you speak to a customer. Do you want something?' is an idiotic salutation to give a man who has come in the front door to make a pur-'How are you, Mr. Smith?' if you know him. When through don't say, 'Anything else you want?' Of course there's some-'Anything else you thing else he wants, but don't put the burden up to him of thinking what it is-you're a salesman, a suggester; show him what he needs."

Mr. Taylor's salesmen try out the new products before they are offered to the trade, and their suggestions for alterations are first given consideration, As a result practically no mistakes are made in selecting wrong designs, and the salesmen have a more intimate interest in the success of an article which has passed their scrutiny while in the process of manufacture.

This might not be possible with a large number of salesmen, but in this institution the results of conferring with salesmen have been so satisfactory some way will be found to get their ideas and information however large the force may become. It is desirable both for the factory and for the effect on the salesmen.

#### Officers of New Agency Elected

The United Advertising Agency, the United Advertising Agency, which was recently incorporated under the laws of New Jersey, has established executive offices at New York. Branch offices will be maintained at Newark, N. J.; Paterson, N. J.; New Haven, Conn.; Bridgeport, Conn., and Dallas, Texas.

Dallas, Texas.

The officers of the new agency are:
Samuel Pratt, president of the United
Advertising Corporation, outdoor advertising, chairman; Leonard Dreyvertising, chairman; Leonard Drey-fuss, vice-president of the United Ad-vertising Corporation, president; Her-man C. Daych, formerly eastern ad-vertising manager of Associated Ad-vertising, New York, vice-president; Theodore S. Fettinger, formerly head vertising manager of Associated Advertising, New York, vice-president; Theodore S. Fettinger, formerly head of the Theodore S. Fettinger Advertising Agency, Newark, N. J., treasurer, and Forrest Fettinger, secretary.

The business of the Fettinger agency

has been purchased by the United Advertising Agency.

#### Appreciation of Salesmen in the Advertising

The Monitor Stove Company, Cincinnati, manufacturer of the Caloric pipeless furnace, has found a new way of using advertising as a good-will builder. On the occasion of its sales-men's convention it purchased newspaper space approximating one-half page in size to welcome and pay tribute to the men.

A list of the salesmen was given, high lights of the week's programme, and a line-drawing of a crowd of enthusiastic men representing the home-

comers.

The advertisement appeared in both morning and evening papers in Cin-cinnati. "It developed so much good will for us," S. C. Baer, advertising manager, tells PRINTERS' INK, "that we expect to repeat on a much larger scale next year."

#### National Advertisers' Sales for Six Months

The Miller Rubber Company reports sales of \$18,374,793 for the first six months of the current year, compared with \$10,990,515 for the corresponding period of 1919.

Sales of the Brunswick-Balke-Collen der Company for the six months ended June 30 were \$15,243,178, a gain of \$5,181,803. Net profits after all taxes were \$2,309,826.

### Omaha "Bee" Raises Price

The Omaha Bee has been advanced In a Umana Bee has been advanced in price to three cents a copy for the week-day editions and ten cents on Sunday. By carrier the prices are eighty-five cents a month, or twenty cents a week, for either the morning or evening edition and the Sunday edition.

J. C. Patterson, formerly advertising manager of the Continental Rubber Works at Erie, Pa., resigned August 1 to become associated with the advertising department of the Lakewood Engineering Company, Cleveland.

## Rowe Stewart Heads Associated Clubs

Elected President to Fill Out Term of Charles A. Otis, Resigned

A T the meeting of the executive committee of the Associated Advertising Clubs of the World at Cleveland, August 12, Rowe Stewart, of Philadelphia, was elected president of the association

to succeed Charles A. Otis, of Cleveland, whose resignation was accepted at that time. Mr. Otis said that the heavy pressure of business duties made his resignation neces-

sary.

Mr. Stewart, the new president, is the advertising manager of the Philadelphia Record. has twice been elected sectional vice-president of the Associated Clubs. which he now heads, and has been active in advertising-club work. both in the Poor Richard Club of his home city and in the national association for many years. He was general chairman of the Philadelphia convention committee when that city entertained the national convention in 1916.

Fifteen years after Mr. Stewart's birth in Philadelphia he started work in the advertising department of the

newspaper with which he is now connected, and the twenty-nine years of his life since then have been spent in advertising work. He has been connected with the advertising departments of New York and Philadelphia newspapers most of that time, and for a short time with the Tracy-Parry advertising agency, the firm name being changed to Tracy, Parry & Stewart. He left agency work to take up his present duties in 1914.

H. H. Charles, of New York City, was elected a vice-president for the Second District, to succeed Mr. Stewart.

The committee also set the date for the next international conven-



ROWE STEWART

tion of the Associated Advertising Clubs for the week of June 12 at Atlanta.

Jack Hanford Joins Martin V. Kelley Agency

Jack Hanford, who was recently superintendent of advertising for the Winchester Repeating Arms Company, New Haven, Conn., has joined The Martin V. Kelley Company, New York. Mr. Hanford was with Frank Seaman, Inc., New York, before joining the Winchester organization.

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York sident cceed date Items for the Socratic space-buyer's note book\*



### Anaemia and Circulation

The amount of blood in a person's body has nothing to do with his strength or ruggedness. A person may be anaemic and still have as much blood coursing through his veins as a healthy looking gridiron star.

The difference lies in quality, in the active red blood corpuscles. This is equally true of magazine circulation. A magazine may have a large circulation, but if that circulation is forced by premiums or clubbing offers, it will be anaemic. It is the active red blood corpuscles that count; the readers of high responsiveness and influence.

150,000 persons have chosen Munsey's. They represent buying-power. They show that they want Munsey's by demanding it spontaneously. There is no forced circulation, no leverage applied with premiums and clubbing offers.

People who know what they want in magazines know what they want in motor cars and breakfast foods and shaving creams and every other thing they use in daily life.

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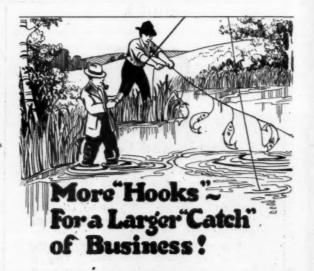
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To fish with ONE hook is, perhaps, more sportsmanlike, than to use a trot line, with say NINE to THIRTEEN hooks—but given the same stream, or fishin' hole, the man with the most hooks gets the most fish every time!

It is the same with ADVERTISING here in rich Oklahoma. The advertiser who uses only ONE newspaper, supposed to "cover" the state, might be called the better sportsman—at least he takes all the chances—but advertising these days is a cold, hard, business proposition—and the advertiser who PLAYS SAFE, by advertising LOCALLY in EACH of Oklahoma's 9 rich market centers, is the one who gets the MOST BUSINESS.

Why is it necessary to advertise LOCALLY in 9 cities throughout Oklahoma to take full advantage of this rich BILLION DOLLAR market? Because 75 to 80% of

"MAKE EACH OF OKLAHOMA'S 9 RI

Oklahoma's vast buying power is concentrated in the 9 centers listed below-and there is no way to reach a paying number of the people in these 9 rich districts, except by using at least one LOCAL paper in each city.

When you advertise LOCALLY in these 9 centers, you not only reach the majority of your prospective customerswhich you CANNOT do with any "outside" paper-but you reach them more EFFECTIVELY. The live merchant himself uses his LOCAL newspapers to advertise his wares -would not think of advertising in any other city-and you, too, must advertise in his city, or at least in his immediate district, in order to REALLY HELP move your goods from his shelves.

That you may advertise so as to cash in to the full on Oklahoma's great market possibilities, write us TODAY for the results of our recent market survey of each of Oklahoma's 9 principal trade centers listed below. Also, feel free to call upon each of our members for LOCAL co-operation.

## Oklahoma Daily League

P. O. Box 994. 409 W. Grand Ave., Oklahoma City

OKLAHOMA NEWS Circulation-25,139

TULSA DAILY WORLD Circulation-25,194

> TULSA TRIBUNE Circulation-20,170

MUSKOGEE PHOENIX Circulation-15,454

MUSKOGEE TIMES-DEM. Circulation-12,005

Circulation-3,360

McALESTER NEWS-CAP. LAWTON CONSTITUTION

ENID NEWS Circulation-6,350

ENID EAGLE Circulation-5,356

SHAWNEE NEWS Circulation-4,215

CHICKASHA EXPRESS Circulation-2,100

> LAWTON NEWS Circulation-3,000

Circulation-2,473

BARTLESVILLE EXAMINER Circulation-3,393

's 9 RICH MARKETS PAY YOU"

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# Try out your new plan painless ly in a typically= American "small city"

Chiefly, its a railroad town; g.h.q. for two railways; division headquarters for the Katy; and over 2,000 families of railroad men live here. You know what buyers they are.

Also, it's an oil-center. This year they'll produce about four milion barrels right cround Muskogee. Ten times that in our district. And a million tons of coal.

If that doesn't mean buying power, a cow can sing. And besides our own city's 45,000, this town sells to 200,000 people in its 80-mile trade-radius.

From October 4 to 9 the Oklahoma Free State Fair vill bring a quarter million visitors here. What a chance to try out your selling plan then through the Phoenix!

The Muskogee Phoenix belongs to The Oklahoma Daily League. sixty million dollars worth of crops around here this year

They'll raise



The MUSKOGEE
PHOENIX

Mornings . . . 14,351 Sundays . . . . 15,454

Willingly serviceable, without servility, to the self-respecting foreign advertiser. Glad to talk over any distribution problem.

Tell 'em in

Mus-k diam - gee

## The Relation of the Farm Bureau Movement to Marketing and Advertising

With a Statement of Its Origin and Its Significance to Every Advertiser

By George A. Cullen

Vice-President of the North American Fruit Exchange

THE interview with J. R. Howard, President of the American Farm Bureau Federation, published in PRINTERS' INK of August 12, is very good reading. I happened to have a talk with Mr. Howard in his offices in Chicago a few days ago and was impressed, much as I am by this article, with the sound constructive attitude he and those associated with him in leadership of the Farm Bureau movement are taking toward the three principal features touched on in the published interview, namely, elimination of class conscious-ness, the establishment of better marketing conditions and the use of advertising. As I write this there sits in my office E. B. Cornwall, of Middlebury, Vt., member of the Executive Committee of the American Farm Bureau Federation, and I find that he, representing New England, takes the same general view as that of Mr. Howard, who may be said primarily to represent the Middle

Western mental attitude. This serves to illustrate what I know to be a fact, that the American Farm Bureau Federation is the most genuinely representative body in the agricultural life of America to-day, as it is unquestionably the most powerful influence for the betterment of farm life, particularly in its economic phases. I am amazed when I think of the extraordinarily rapid and, at the same time, sound and substantial growth which this organization has had. As Mr. Howard says, the movement had its inception in Broome County, N. Y., ten years ago, and those of us who happened to be instrumental in founding the first Farm Bureau are obliged to admit that we "builded better than we knew." The spontaneity and naturalness of the origin of this movement account in a large measure for its success, and I have an idea that the readers of PRINTERS' INK may be interested in a brief story of the acorn from which this oak has grown.

#### INCEPTION OF THE MOVEMENT

In the fall of 1910 Dr. Ray-mond A. Pearson, then Commis-sioner of Agriculture of the State of New York (now President of Iowa State Agricultural College), called a meeting of the various industrial interests of the State to consider means for developing agriculture in New York, and the writer, representing the Lackawanna Railroad, attended this meeting, at which Dr. Pearson and other experts made it very clear that something must be done to restore the proper equilibrium between production and consumption of foodstuffs in order to avert national calamity. This was at the time of the "Back to the Land" movement, when many visionary, and one might almost say frantic, suggestions were being made to stem the eddying tide of farm production.

From this meeting the various delegates went forth, inspired by a determination to put their shoulders to the wheel and do what they could to save the day. Many plans were considered, particularly by the railroads, whose connection with agriculture is so intimate, and the whole subject of the operation of demonstration trains, the employment by the railroads of agricultural development agents, the establishment and operation of demonstration farms and a hundred other projects were

given serious consideration. In the maze of conflicting suggestions, it occurred to the writer to consult that storehouse of experimentation and knowledge, the United States Department of Agriculture, and it was my good fortune to get in touch there with the man who is the real author of the whole Farm Bureau movement in America, Dr. W. J. Spillman, at that time Chief of the Bureau of Farm Management of the United States Department.

Dr. Spillman, a man not only of wide experience, but of vision and splendid intellectual grasp of farm conditions and needs, had developed most clearly and with fine enthusiasm the idea that some connecting link must be established between the scientific and practical activities of the professional students of agriculture and the farmers themselves, in the form of an organization which would lead to some close kind of team-work. It had become demonstrated that the bulletins of the United States Department which had been issued in millions and millions of copies were largely ineffectual, for the one reason that there was no medium for trans-lating them into active results through organized and co-operative work among the farmers. It was also found through personal experience that demonstration farms conducted by the Government or by the States or by railroad companies were ineffectual because they were in the nature of something which the farmer regarded as handed down to him and in which he did not have active participation, and consequently viewed with doubt and a certain degree of suspicion as to the practical results claimed.

#### DR. SPILLMAN'S PLAN IN OPERATION

Dr. Spillman had reached the conclusion that the one practical method was to organize in each county an association of farmers with their own officers and committees, free and independent of Government or State control, who would utilize the advice and services of the scientific and practical representatives of the Government

known as County Agents, so that the farmers themselves would feel that the work of carrying out and putting into practical effect the measures recommended would be their own and not those of the Government, and would therefore take an interest not otherwise possible in making a success of the practical application of scientific and business methods, Dr. Spillman had been unable to secure . any appropriation from the Government to finance county organizations of this kind, and when he found the Lackawanna Railroad willing to assume the principal part of the financial obligation in establishing and operating a Bureau for a period of at least three years (until the experiment could be given thorough trial) he seized upon the opportunity, and the ready acquiescence of the Binghamton Chamber of Commerce in the plan in furnishing a point of local contact made it possible to establish the Farm Bureau in Broome County, of which Binghamton is the county seat.

The first year of the Broome County Bureau was one that I would not wish to go through again. The farmers were disposed to look askance at anything done for them so freely by a railroad company and a Chamber of Commerce, and it was not until this prejudice could be overcome and the farmers themselves led to contribute largely to the support of the Bureau that its success was assured. Shortly after the founding of the Broome County Bureau, the Lackawanna Railroad effected the establishment of similar organizations in Sussex County, N. J., and in Cort-land County, N. Y., since which time the movement has progressed by great strides to the enormous proportions described by Mr. Howard.

The Farm Bureau movement, in addition to developing production, has contributed more than any other agency to opening the eyes of farmers to the immense importance of improving their marketing facilities; in other words of employing marketing agencies of their own selection

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Call on our Statistical Department for facts about Washington; and figures about The Star.

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The Evening Star.

WASHINGTON, D. C.

Write us direct or through our

New York Office Dan A. Carroll Tribune Building Chicago Office J. E. Lutz First Nat. Bank Building

### Keeping Up With The Times

### A FACT A DAY

Washington merchants find they can cover this city daily with the two evening newspapers, but that they cannot cover the local field with any other combination. Consequently most Washington advertisers use the great bulk of their daily advertising in the two evening newspapers.

### The Washington Times

(A 3c Newspaper)
WASHINGTON, D. C.

rather than being, as formerly, dependent upon the uncertain facilities afforded them by the buyers of their products. It has enabled them to see the folly of permitting the buyer rather than the seller to fix the price of their commodities, which is economically unsound, and in the long run destructive of production. No subject is to-day so engrossing the attention of the million and a half members of the American Farm Bureau Federation as that of marketing.

As an integral part of marketing food products, as of all merchandising, advertising has come to be recognized by the Farm Bureaus as both a means of securing a larger market for their products and of improving the quality of those products which, when advertised, must naturally be sold under a brand or trade name, which in turn enforces conformity to high standards. The farmers know as well as manufacturers that to advertise a certain quality and then to fail to maintain that quality is a sheer waste of money.

I look to see the Farm Bureaus, especially through their national and state organizations, employ advertising on a large scale to enlighten the consuming public on a number of questions of great importance to the public in general as well as to the farmers themselves, such, for illustration, as direct marketing, the need of a protective tariff for certain farm products, the em-ployment of farm labor, the effect of daylight saving, and in-deed a great variety of subjects on which it only requires that the public be correctly informed to secure needed legislation, or joint voluntary action helpful alike to the producer and the consumer.

#### To Handle Foreign Language Advertising

David Malkiel and Henry Lench, respectively New England associate advertising manager and New England assistant advertising manager of The Day, Jewish daily newspaper, have established a foreign-language newspaper advertising agency in Boston.

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## Made in Springfield, Mass.— GILBERT & BARKER Gasoline Self-Measuring Pumps



Gilbert & Barker pumps stand like beacons marking the countless gasoline filling stations along highways throughout the country, giving quiet, faithful, honest service to thousands of of autoists daily.

To keep production up to the required level, a large force is kept at work in a plant covering

many acres. These pumps are made in Springfield and have a world wide distribution.

Your newspaper schedule for Fall should include Springfield, Mass., the third city in the state in population and one of New England's largest industrial centres.

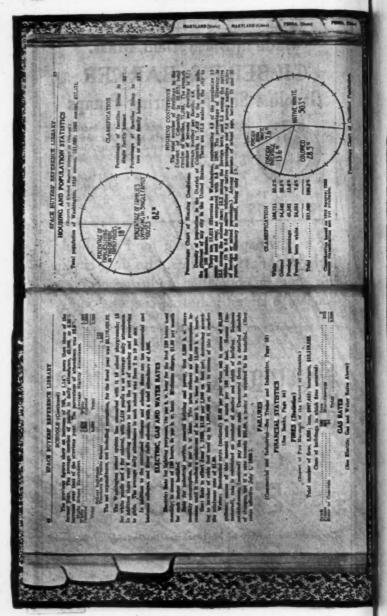
City and rich suburban territory covered thoroughly by the

## Springfield Republican and The Paily News

50,000

Largest Circulation in Massachusetts Outside of Boston

Kelly-Smith Co., Foreign Marbridge Bldg., New York Representatives Lytton Bldg., Chicago



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CLASSIFIED

INCOME

TAX

1920

TEN SERVICE 400 PAGES VOLUMES EACH-TRIPLE The INDEX Favikner Service CLOTH SIZE 9×71×11 BOUND

TREATING EVERY STATE AND CITY "Supplies the need that has existed ever since advertising assumed national proportions."—FIELD & FLINT, Successors to Burt & Packard, BROCKTON, MASS.

The FAULKNER SERVICE, of which the LIBRARY is but an adjunct, stands as an intermediary between the information the buyers of space desire and its original source. To commence to describe the SERVICE is impossible in this limited space.

"Contains important i formation not obtainable in such comprehensive form classchere."—BER-BIAN & CO., NEW YORK.

And we know you "Would be very glad to use such service." AT-LAS ADV. AGENCY, NEW YORK.

And

"Fills the needs of Space Buyers." - PERIODICAL PUB. ASS'N, NEW YORK.

You will agree that "Every Space Buyer in the country will certainly want it."-G. LOGAN PATNE, CHICAGO.

THE SPACE BUYERS' REFERENCE LIBRARY

"It is a valuable Reference Library."-SHUMWAY & Co., Bos-TON.

"A wonderful fund of information and knowledge which is the last word in co-operative service."-PAYNE, BURNS & SMITH, NEW YORK.

"Indispensable to every large Space Buyer throughout the country."—GARDNER JOHNSON, WASHINGTON, D. C.

"Making a remarkable total of usefulness to anyone who wants to knew the people and news-papers of the country."—Edgar D. Shaw, New York Ameri-

The conclusion is inevitable that-

"Its comprehensive and detailed information and easy 'get-at-able' form will unquestionably save a great deal of time in the developmost of sales and merchandising plans."-PRILIP RITTER CO., NEW YORK.

SEND AT ONCE FOR SPECIMEN PAGES, OUTLINE OF SERVICE AND SCHEDULE OF RATES.

> FAULKNER, INC. Munsey Building WASHINGTON, D. C.

ELECTRIC WIRING

FINANCIAL DATA

FIRE STATISTIC

TAXATION

HOUSING STATISTICS

WTOMOBILE

BIRTHS DEATHS

> CHARTS. AND MAPS

NEWSPAPER RATES

THOUSANDS OF OTHERS

AUTHORITY

ACCURAC

TRADING AREAS PUBLIC WILLTIES RATES

> THOUSANDS OTHERS

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## THE WHITAKER PAPER CO. HOME OFFICE—CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES-Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, Washington, D. C.

## Migratory Workmen Handicap Advertising's Results

The Losses That Industry Suffers from Labor Mobility

### By Chester M. Wright

Assistant Editor, "American Federationist"

[EDITORIAL NOTE: PRINTERS' INK has published several articles showing how advertising has been used to cut down labor turnover and overcome Labor Mobility. Among them may be men-tioned "Advertising to Cut Down Labor Turnover"—issue of June 13, 1918; "Re-ducing Turnover of Labor"—January 30, 1919; "Reducing Labor Turnover by Educating the Foreman"—Printers' Ink Monthly for June, 1920.]

HE recent story in Printers' Ink Monthly about the General Electric Company gives me an excuse to introduce a new bug. You remember that story described how this conservative company utilized bugs to impress its distributing jobbers-and to bring home to them visually some of the problems they must overcome. The Man-jo Bug, one of those which appeared at their Sales Convention, had as his habitat the contact between manufacturer and jobber, and he fed mostly on indifference.

The bug I want to introduce is not quite so dramatic-but even more deadly. He, too, uses the same breakfast-food, indifference -also dissatisfaction.

Every seller of goods, every man who is after the good will of the man who buys, should be inter-ested in this bug. His name is Labor Mobility. Perhaps advertising can help kill him off. But as I am not an advertising man, but a consumer-and part of that thing you call labor-I'll just set down the facts and let you draw your own conclusions and suggest your own remedies.

As the result of an intensified and justified propaganda for increased production Jonathan J. Public was all set to rise up and paw the air a few days ago when the United States Department of Labor announced that more than four million workers had been infour million workers had lockouts dur-volved in strikes and lockouts dur-ing the year 1919. To be exact,

the report of the Department showed that in 1919 3,950,411 workers engaged in 2,399 strikes, while 162,096 workers were affected by ninety-four lockouts. These strikes were important to production because they affected chiefly such industries as the building trades, the clothing industry, the metal trades, mining, the textile trades and transportation.

Strikes stand out in the public mind like so many sore thumbs. Yea, even as so many toes that have been kicked against chairs in the dead of night. This is so because the strike is almost always attended by something dramatic. The collective action of a group always is more or less dramatic in

Moreover, those who have established themselves as commentators on labor affairs are for the most part none too deep in their searching. There is a good deal of superficial writing, thinking and studying where labor is concerned.

So, the thought that industrial conflict involved four million men in the course of a year flashes across the vision of multitudes as a horrific and unholy proposition.

#### MORE STATISTICS AND THEIR INTER-PRETATION

Far be it from me to claim wisdom or to assert authority beyond the general run of human units which make up the well known human race, and from whom springs that vox populi which is by no means always vox dei, as we have been told by those who ought to know.

But any person who will take the trouble to open both eyes and keep both ears in readiness for action may learn much that is denied to those who only read the headlines.

The same department of Uncle

## In America's 4th Largest City

95 Tradis	day I	News servites 15% of	Loca y Cir Tota				
73		Average of all U. S. Sunday papers is 65.6% of total (Computed by Barbon's)					
60 55						$\parallel$	
45 40						H	
35 30 25						H	
<del>20</del> 15		#				H	

IN the local trading territory—the terri-tory which is easily accessible to Detroit and metropolitan newspaper influence, The Sunday News has 85% of its circulation. Such concentration means that the advertiser's appeal is delivered just where he has the best opportunity for making sales. The average for local trading territory concentration of Sunday papers in America is 65.6 according to charts prepared by Barbour's Semi-Annual List. The Detroit Sunday News is thus about 30% ahead of the average in this important respect.

The Sunday News offers advertisers 74.617 more circulation in local trading territory than the only other Detroit Sunday paper, the Free Press. The Sunday News leads substantially in total circulation besides.



Sam's Washington establishment which produced the information in relation to strikes has gathered other information in relation to industry which ought to produce something more than a ripple of excitement between prize fights and campaign speeches.

The Department of Labor has discovered, isolated and put under glass this little bug called Labor Mobility. He isn't so big—but he is deadly. He who looks only upon the monster called Strikes and passes by the little bug called Labor Mobility is passing up a high grade thrill and is missing a great portion of his industrial education.

Every storekeeper, every salesman, every production manager, every advertising writer, every editorial writer, every person who has anything to do with things to eat, wear, live in or look at ought to get a line on this Labor Mobility phenomenon. Later we shall see just how directly the importance of it comes home to us all.

Cyclones are big, visible, dramatic things, and they are furious while they are on the job. But a flock of malarial mosquitoes, flitting where they please, all but unnoticed, could do more harm than all the cyclones to which the populace is subjected in a year. Size and looks cannot always be depended upon as guides to character and potentiality. Let us give heed then to the bug.

The Department of Labor has compiled statistics on 176 industrial establishments for the year ending May 31, 1918, which show that in those establishments there were a total of 1,244,640 labor changes. That number of individual comings and goings took place in those plants. To maintain an aggregate working force of 305,901 there were 631,173 men hired, while 613,467 were either laid off or discharged or quit of their own accord.

There is presented in those figures a fair picture of a cross section of American industry, since the reporting establishments are of a wide range of character. The little bug called Labor Mobility surely stung generously and with-

## Some Pickers!

THEY rather give three cents for the NEW YORK AMERICAN than two cents for the Times, Sun-Herald, World or Tribune.

They know what's good, they insist on getting it—and they pay the price.

They constitute the most discriminating and loyal following of any New York newspaper.

That's why merchants and manufacturers who advertise in the NEW YORK AMERICAN get such excellent results.

## Food Market of a Million

A million and a quarter Kentuckians, — rich stock breeders and farmers of the Blue Grass; oil drillers, coal miners, and lumbermen of Eastern Kentucky, — buy through Lexington, a rapidly growing manufacturing city of 45,000 live-wire inhabitants. Advertising in

## HERALD

The only morning paper in Lexington, dominates this wonderful trade center and appeals to the wealth of the Blue Grass and of Eastern Kentucky.

Hourly interurban service to five county seats. Excellent railroad connections with fifty tributary counties. Daily truck service to all points within 75 miles.

For information concerning this market for your product, write the Lexington Herald's Service Department, Lexington, Ky., or address,

#### JOHN M. BRANHAM CO., Foreign Representatives

Chicago New York St. Louis Detroit Atlanta Kansas City out regard to race, creed, color or previous condition of servitude.

In the year 1919 the reports cover only nincteen establishments, In those there was an aggregate working force of 42,632 workers, To maintain this force it was necessary to hire 38,751. The separations from the pay-roll numbered 36,100.

#### WORKERS' WANDERINGS

But the Department obliges us with a larger picture than this. It has prepared a table covering the ten-year period from 1910 to 1919. Let us put the figures down in single file, where they can show up to best advantage:

Number of workers, 2,117,682. Total hours worked, 6,353,046,-

Number hired, 2,564,037. Number of separations, 2,481,-

Total flux, 5,045,317. There is enough music there to

wreck any pianola. Government departments always present figures of this kind without any spotlight in attendance. They rig them up in cubes and squares so as not to have them too easily understood. Before anyone except a dyspeptic or a statistician can get any meat or music out of them they have to be jazzed up a bit. But the Department of Labor helps us somewhat in this case by explaining that these staggering totals really mean that "On the average for each year of the decade 256,404 accessions, 248,128 separations, or a total of 504.532 labor changes were involved in the maintenance and the necessary enlargement or curtailment of a labor force of 211,768 workers."

Labor Mobility evidently works while all is serene with the rest of the world. But let the Department of Labor continue to drive home the elemental crudeness of industrial life:

"This means that the maintenance and the necessary expansion or curtailment of the requisite work force involved labor changes considerably more than equivalent to a complete annual over-

(Continued on page 137)

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## ADVANCE IN CLOSING DATE

FORMS FOR THE OCTOBER NUMBER OF THE HOUSEHOLD JOURNAL WILL CLOSE AT THE HOME OFFICE ON SEPTEMBER 6TH. DELIVERY TO THE SUBSCRIBERS BY THE 20TH.

475,000 COPIES MONTHLY \$1.90 THE L'INE



The Small Town Magazine With a Mission

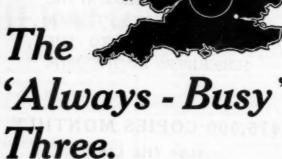
THE HOUSEHOLD JOURNAL

CHICAGO 2003 Harris Trust Bldg. I. E. SEYMOUR, Adv. Mgr. BATAVIA, ILLINOIS

NEW YORK A. H. GREENER 116 W. 39th St.

## THE BACKBONE

OF OLD ENGLAND IS



THE PAGE OPPOSITE WILL INTEREST YOU.

"THE BIG THREE"
THE NEWSPAPER HOUSE

169 & 170, FLEET STREET, LONDON, E.C.4.

### THE

## ALWAYS-BUSY

### The 3 Great Rivers of the North The Tyne, The Wear,

The Tees,

are sufficient to indicate the importance of the district—the North-East Coast—for which "The Northern Echo" caters From York to Berwick everybody is busy. It is one of the Three Alvsys Busy Areas.

## THREE

ARE

## BEST COVERED

BY

## THE BIG THREE

EACH OF WHICH IS THE DOMINANT MORNING PAPER in its RESPECTIVE AREA

Rates Separate & Inclusive.

#### SHEFFIELD and District

will always recall the huge efforts made during a critical period of the nation's history. This district, of which Sherield is the metropolis, includes Rotherham, Mexboro', Barnsley, Doncaster, Worksop, Retford, Chesterfield—an area on which "The Sheffield Independent" concentrates. It is one of the Always Busy Three.

#### BIRMINGHAM and The Midlands

that great centre of a thousand tracts — has never been busier than at present. Big money is being made by all concerned. The popular morning paper, with a sale five times greater than any other morning paper in its district, is "The Birmingham Gazotte." The area covered is one of the Busiest Three in all England

The Big three

The Newspaper House, 169 and 170, Fleet Street, London, E.C.4.

ha



6 im Thrift trumpets the author of a series of articles for his journal, The Mailbag:

"James Wallen has few equals as a master copywriter. Although by no means a purist, his fine choice of words, and the lucidity, excellent reasoning and definiteness of his writing set a standard for all advertising men. Everything he writes is fundamentally sound, grounded on facts, logical, yet not for an instant does the reader get the impression of heaviness or "dry-as-dust" preachment. Not cleverness, but intense interest, enthusiasm, "humanness" weave a magic spell into all he writes. He carries you along with an irresistible salesmanship possessing a travelling power and penetration that are amazing."

### IAMES WALLEN

Persuasive
Advertising Copy

STUDY: EAST AURORA · N·Y

turn of the work force. This is as if during one year all the employees had left their jobs and a complete new set of work people had taken their places. It appears, then, that each year on the average the number of persons who quit, who were laid off or were discharged, as well as the number who had to be hired, was much larger than the total number of workers on the force at any one time."

In American industry there is going on a continuous milling around, an unending whirl and torment, a ceaseless shifting and turning, the effect of which is stamped indelibly, though not

visibly, on production.

I have seen within the last few weeks fully a dozen elaborate programmes and formulas for the stopping of strikes. All of these formulas were worked out by committees representing great organizations having an aggregate membership running probably into the millions. Not one of the programmes would work, for the simple reason that each of them met with the violent opposition of some group whose consent was vitally necessary to their success. In one way or another, however, thousands of Americans are trying to contrive a method by which strikes can be eliminated. They've all got their eyes on strikes. They overlook our little bug, Labor Mobility.

This silent movement of the millions, this endless shifting from job to job, has a cause and it has an effect. Its effect is un-deniably on the volume of production-it bears a definite relation to the volume and perhaps the quality or the visible supply of created things. But there is more to it than that. There is an effect on the human wealth of the nation. It is reflected in the homes and in the home life of those who have homes and it is reflected in the standing, independence and general character of the individuals. This army on the move is not moving without leaving a trail. You cannot spurlos versenk a thing like that. Like the little pea under the other shell, maybe

you don't think it's there, and maybe you don't see it, but it is there and somebody sees it, at least in part.

THE PROTEST OF THE UNORGANIZED

In its simplest terms this man rotation is a business of silent, unorganized protest. There is back of it the same mainspring that starts a strike. Men quit their jobs because, in the majority of cases, they are not satisfied. They don't like the job, they don't like the pay, they don't like the boss, they don't like the shop, they don't like something that means enough to them to drive them on to some other job. If they are discharged they are discharged for two main reasons-the force is too big or the boss isn't satisfied with them. The big, bulking reason in this turnover is dissatisfaction - protest.

The Department of Labor offers some light on this side of the question. The figures show that the highest rate of labor motion was in those years when there was most industrial activity. In 1915, the year of least industrial activity, there was the least labor instability. In the years 1913 and 1917-18, years of great industrial activity, there was a high Labor

Mobility.

The logic of this is clear. When jobs are scarce men will stand a great deal before they will quit a job. When jobs are plentiful and there's nobody in sight to walk right into a vacated place men will quit freely when conditions are irritating or when wages are not satisfactory.

Two other facts show the protest nature of this motion. There is a higher percentage of change among so-called unskilled workers than among skilled workers. And there is a higher rate of change among night workers than among day workers. It is an endless revolt against the undesirable, the uninteresting, the unsatisfying, the uncongenial and the unremunerative.

It will be well if complacent and comfortable persons who roll along softly on the top of things possess themselves of a better



## PERSONNEL INKLINGS

The fundamental purpose of this service is to obtain men for our subscribers.

For the best interests of the subscribers we confine our activities to the more important positions, requiring men of business or technical training whose experience and ability qualify them for salaries of \$2,500 or more a year.

The cost is on a flat yearly contract basis.

This service offers the advantages of constantly solving a problem which is faced only occasionally by business firms.

## PERSONNEL INKLINGS

340 Madison Avenue New York City understanding of the slippery, skidding nature of things further down. It may help save a bad fall later.

This problem of labor change is often a problem of the non-union workers. The strike is the pro-test of the organized. Both are problems of protest. I don't mean to suggest that a worker who belongs to an organized craft union never leaves his job, but unorganized workers leave individually when they are sore. They don't get put down in the strike statistics, but they don't produce or buy when they are moving. hopeful gleam that we get from the skyline is the fact that we know much progress has been made toward removing causes for protest, and therefore have a right to believe that more progress can be made.

But there will be greater progress if the nation realizes where its trouble lies—if it realizes that not only do strikes jam up industry, but that the little bug called Labor Mobility is constantly slowing the wheels and deadening the life of its work places.

Finally, there is one great essential difference between organized protests, such as strikes, and the individual wanderings of dissatisfied thousands scattered through the industrial machinery of the nation.

The strike is a unified thing. It presents a specified grievance. There is definiteness about the whole thing. The grievance is righted, or it is partly righted, and the strike ends, work goes on. The whole operation is clean-cut.

The aimless shifting and drifting of individuals is a vague ailment running through nearly the whole of industry. There is nothing definite about it. Not even its volume is definite. Like the tides, it heaves and swells, and no man's hand avails against it.

The process of interference with industrial high-speed is everlasting. The little bug, like a fever germ, poisons and saps the vitality of our productive life.

Finally, the protesting individual worker, battering his way hither and yon, pressing against

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## In Advertising-Results Count

But when results are equal why pay the high cost of electros when



## O'FLAHERTY'S PEERLESS MATS

can be had for 75% less? And the work they produce could never be told from that of an original.

Also makers of stereotypes and electrotypes.

Made by O'FLAHERTY 225 West 39th St. New York

Rotary is a live organization with an ever developing standard of business and professional ethics, calculated to encourage the greatest efficiency and usefulness, thru honest service, in all worthy and legitimate occupations and make for a univeral fellowship and a belief in the sacredness of all business transactions.

Do you want to do business with the type of men who compose this organization? There are 55,000 of them-you can reach them by advertising in

The Magazine of Service

Member Audit Bureau of Circulations

#### CHICAGO

Eastern Representative Wells W. Constantine 7 West 16th St., New York

Great Britain Thos. Stephenson

Advertising Manager Frank R. Jennings 910 So. Michigan Ave., Chicago 6 So. Charlotte St., Edinburgh, Scotland

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Published Monthly by the International Association of Rotary Clubs



form.

N Great Britain old classifications and distinctions have vanished and forces that began to exist before the War, set free by that gigantic thunderbolt, are reshaping and re-grouping the best of the old elements into a compact and effective

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The old "classes" are gone. There emerges not a new social system which can conveniently be described by any customary terms, but an order compounded from the best elements of all and constituting a new people.

¶ Educational advancement, facilities for rapid travel, by destroying insularity, have had a momentous influence: the creation and redistribution of thousands of millions of money; the sudden expansion of commercial activity on an unprecedented scale, have brought riches, or at least comparative affluence, to great numbers.

To the man with horizon the salesmanship possibilities are immense; but the key to success lies in a thorough understanding of British class-psychology. Many an American house in the past has been led astray by this misunderstanding, and for lack of a good guide to the British mind.

Business Builders, Ltd., represents forceful scientific salesmanship. The policy of the House is to limit its operations to concentration upon the building up of a few selected businesses which offer prospects of rapid, profitable and unlimited expansion. It is this policy which has resulted in such remarkable success.

¶ A cordial invitation is extended to representatives of American business houses, when in England, to visit our Studios and Offices at 26, Great Ormond Street, London, W. C.

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THE PROPERTY OF THE PARTY OF TH

overwhelming force, contending with uncomprehended agencies, too frequently becomes unemployable. There is a virus about the whole thing that is too costly.

A DEAD WEIGHT ON ADVERTISING

It is not difficult to preach and moralize about a situation as grave as this. But I resist the temptation. Let us, instead, bring other facts into relation with the subject. Let us nail down along-side Labor Mobility this fact: Every man on the march from job to job is a consumer on the march.

To view the matter from that standpoint will make the whole thing look different to every seller of goods, to every seeker after the good will of the man that buys.

Millions of men go rambling over the United States constantly, looking for a better deal, with their earning power interrupted by recurring vacations, their buying power curtailed by the same token. And because they must buy fitfully when they earn fitfully they cannot buy as well nor live as well. The damage that the little bug does goes on and on. Society is free from the menace of a social ill only when the ill has been conquered.

The reason for bringing forward the point of view which shows these roving nomads of industry as consuming nomads, is to show just that point—the concern of these is the concern of many others. Millions of men read the car ads, posters or the periodical and newspaper advertisements until they get the conviction that there's something they want to buy-and then they get stung by the little bug called Labor Mobility, and it's all off. That is not the point of view of the workers who are the victims, and quite frankly it is not the point that I find most interesting or most vital, but it is an important point in a complex social problem, the magnitude of which has just been brought forward with dramatic force by the reports of the Department of Labor.

This ill will toward the job is not something that has to go with a job. It may be facetious to re-



## READER-INTEREST

HE most valuable attribute of any publication as an advertising medium for highclass goods and service is genuine "Reader-Interest."

It is a fact that for almost seventy years before specially cultivating the sale of advertising space "PUNCH" catered only to "Reader-Interest" and so built up a world-wide "Reader-Interest" among people who have been loyal admirers and constant, faithful, interested readers, in many cases for several generations.

This wonderful "Reader-Interest" in "PUNCH" is the greatest factor in making its advertising space such a valuable Investment, and accounts largely for the very great success of advertising of high-class goods and service in its pages to Britons at home and abroad.

THERE IS NO SUBSTITUTE

ROY V. SOMERUILLE Advertisement Manager, "PUNCH," 10 Bouverie Street London, E.C., Eng.



## Paper Boxes

"Made in Canada"

Your satisfaction is assured in our:

- -Capacity
- -Equipment

and intent to please you.

RUDD PAPER BOX COMPANY, Limited W. P. Bennett, Pres. 374Richmond St., West Toronto, Canada mark that the rate of labor turnover among bank presidents is not high. Nor is it high among supreme court judges and railroad executives. But though the comment may sound lightsome, there is a certain evidence of a very definite industrial factor contained therein. Bank presidents like their jobs; they can get enthusiastic about them—and they usually get mighty good livings. The contrast is wide and generous, but it is worth a fleeting thought none the less.

However, we need not go so high in the scale of social standing and business prestige for comparison. I believe the history of the glass bottle blowers offers a striking and wonderful example. There came a time when automatic machinery came into that trade. It threatened to displace men by the hundreds. But the men in that trade liked their trade and they had sense and they had a hatred for the little bug called Labor Mobility. They took a vote and by the good old American rule of majority decided to stick and co-operate with the employers, taking an actual reduction in wages in order that employee and employer, in co-operation, might work out the problem of using the machine for the benefit of both sides of the industry. I believe that in that story there is a great American industrial classic.

The United States offers thousands of examples of employers who are so wise and so just that their plants are home to those who give their effort in them. They see the little bug coming, but they provide an antidote in advance.

So. There are some facts. They came that way from the mill of life. They make a story of life.

Mittelsteadt Advanced With Dodge Brothers

O. E. Mittelsteadt, for more than five years associated with the advertising department of Dodge Brothers, Detroit, has been appointed assistant director of advertising. George H. Phelps continues as head of the department.

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## Slip This Under the Glass on Your Desk

Many advertisers tell us that their circulation charts show they are either reaching only about 60% or over 200% of the Iowa farms—that Iowa is the hardest state in which to strike a correct balance on circulation. In either case there is a loss. In the first a loss of opportunity. In the second a loss of time, effort and money.

#### Here's Something To Think Over:

As long as advertising campaigns are hewed to a line set by state and national publications it will be practically impossible to strike the right ratio between the available circulation in a given territory and the number of farms or rural population. This is especially true of Iowa because so many agricultural publishers, far and wide, have aimed their circulation guns out this way, realizing, of course, that Iowa is perhaps the very best farming state. We do believe sales possibilities in Iowa will justify a more intensive advertising effort than in any other state, but to realize the greatest benefit from an advertising investment we believe that Iowa should be considered as something more than a state, for her state lines do not determine anything but her geographical boundary.

Recall your trips through the middle west. Could you distinguish between Eastern Iowa and Northern Illinois, Northern Iowa and Southern Minnesota, Western Iowa and Eastern Nebraska, Southern Iowa and Northern Missouri? Then consider the facilities for distribution. This "Greater Iowa" is immediately accessible to distributors in Chicago, St. Louis, Kansas City, Omaha, Sioux City, Minneapolis, St. Paul, Milwaukee and Des Moines—the bull's-eye. Call this a section or a zone or anything you please, but the fact remains that this is the way to consider Iowa, and the way to reach the farmers in this territory most effectively is to pick the papers that are published for them and have the greatest immediate and most direct influence on them.

#### Nine Years of Work Have Brought Corn Belt Farmer To This Point

Less than 1% of our circulation is outside of the Corn Belt. 91.1% is west of the Mississippi River. In fact, of all farm papers published or circulating in Iowa there is only one with more Iowa circulation than Corn Belt Farmer. It will pay you to study Corn Belt Farmer's relation to this situation. We believe you can save money and increase the effectiveness of your advertising by including

## The Corn Belt Farmer

Published Monthly at Des Moines, Iowa

PAUL B. TALBOT, Publisher

M. A. COVERDELL, Editor

Advertising Representatives

CONE & WOODMAN, Inc., New York, Chicago, Detroit, Kansas City



## Foreign Service

TO-DAY the American Manufacturer is looking to the World Markets as an outlet for his surplus production.

Advertising has proved itself in the Home Field —it will do so as certainly Abroad if properly handled.

The J. ROLAND KAY CO., with its world-wide facilities, its many years of experience, its unrivalled organization, can do for you what it has achieved for many of the leading American Manufacturers, in building up connections in any civilized country.

For one client we are placing advertisements in EIGHTY-NINE countries, and set in FOUR-TEEN different languages.

We are equally at YOUR service.

## J. ROLAND KAY GO. Inc.

FOUNDED 1904

INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO

18 East 41st St., NEW YORK

LONDON:(Associate House) John Haddon & Co. (Est. 1814)

J. Roland Kay (Far East) Co.

PARIS: Jégu, Haddon & Roland Kay SYDNEY: J. Roland Kay Co.

Buenos Aires and Rio de Janeiro

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### Printz-Biederman Welcomes New Competition

Takes Extensive Space in Trade Publications to Pay Tribute to Its New Competitor's Business Methods — Stresses the Importance for Retailers of a Branded Line

THE Printz-Biederman Company, Cleveland, is using a full page in five of the leading trade papers to welcome Hart Schaffner & Marx into the field of women's wear goods. While this is not the first time a competitor has been given such a welcome, it happens so seldom and this welcome is extended in such a wholesome way as to make it distinctive.

The advertisement is headed, "A Welcome to Hart Schaffner

& Marx." The copy reads:
"The Printz-Biederman Company extends cordial greetings to
Hart Schaffner & Marx upon
their entrance into the women's
ready-to-wear field, and wish them
every success.

"To us this marks a milestone in the women's clothing industry.

"Although we will be competitors, we welcome Hart Schaffner & Marx into our industry, because we know their influence will strengthen the demand for quality garments, and concentrate the consciousness of American women on the importance to them of the maker's label.

"We believe that this additional force working along the same broad merchandising principles by which our business has been built will make for higher standards throughout the industry."

While the spirit shown in the advertisement is of the broad gauge that marks the best in American industry, the effect will probably be good on the Printz-Biederman dealers. Showing that the manufacturers are not perturbed over the competition of such a formidable competitor will do much to reassure the dealer who is handling the Cleveland



### For Printing-

Choose your printer as you would choose a partner in your business. His ability and devotion to your interests are important factors in the success of your campaigns.

The Kehlmann organization gives this special kind of service to many prominent advertisers. Enlist it in your own service.

L. Kehlmann Company
Designing — Printing — Embossing
239 West 28th St., New York City

# Apartment Buildings—

millions of dollars are being spent in the construction of apartment buildings to meet the unprecedented demand for homes. In every city the story is the same.

The owners who construct and choose the material and equipment for these buildings can be reached effectively thru

BUILDINGS

and BUILDING MANAGEMENT Member A. B. C. and A. B. P.

City Hall Square Building Chicago

### An Alger Story

I work in a bush town and for a retail store. But I have managed to make you fellows in New York hear of me.

If you appreciate the retail point of view, I'll be a good man for you. I've got a good job, but it's a retail job. Five years of agency and store retail work is enough. I want to make the break into national idea and copy work before my youth and nerve desert me.

There's money in me if you catch me young. Let me bring a batch of my work to New York to show you. Address O. S., Box 20, care P. I.

### A HIGH-GRADE CLASS **PUBLICATION**

seeks the services of a competent salesman in the Eastern territory. The position offers further rapid advancements and an income on par with the ability of the man. In order to qualify for the position you must possess energy and initiative and an acquaintance with national advertisers and agencies in the Eastern territory. In answering, state fully positions held for the last three years, your earnings, and present position.

All replies will be treated strictly confidential and no inquiries will be made until after an interview.

firm's line and expects soon to have local competition from the Hart Schaffner & Marx representative.

The message also implies that the business which the Chicago firm will develop will be at the expense of the nondescript garments made by the unadvertising manufacturers. That again is a subtle assurance to dealers that such a well known brand as Printz-Biederman need not fear competition.

It so often happens that the big, generous thing to do is in the long run the most profitable!

### To Speed Up Handling of Materials

A Material Handling Section of The American Society of Mechanical En-gineers has been formed, to endeavor to counteract the advancing costs occasioned by increased costs of handling of production. Inefficiency of the freight handling system, the Society believes, is not due so much to a lack of equip-ment as to a lack of adequate means of loading or unloading and more effective means of filling cars to capacity and the providing of suitable warehouse facilities. facilities.

facilities.

A meeting of the new section, held in New York last week, was addressed by Harold V. Coes, of Ford, Bacon & Davis; F. M. Feiker, of the McGraw-Hill Co., Inc., and E. Logan Hill, formerly secretary of the Post and Harbor Facilities Commission of the U. S. Facilities Commission of the U. S. Shipping Board and assistant general manager of the Erie Railroad.

### While the Clock Ticks Four Times

Dentists who are of a statistical turn of mind will be attracted by a state-ment of The L. D. Caulk Company to show the great number of Synthetic Porcelain fillings it has sold. Measured in tons, or even in pounds, it would be a modest figure, but the company has sold in a little more than nine years enough of this material to make more than four hundred million

of these teeth "restorations."
"Four ticks of the clock means five more Synthetic fillings," is the statement made.

"Since the first package was shipped, on July 8, 1911, enough Synthetic Porcelain has been sold to fill seventy-six cavities every minute, day and night, for ten years."

### I. S. Lewis Leaves Agency

Address

A. F., BOX 22, PRINTERS' INK

I. S. Lewis has resigned from the advertising agency of Sternfield, Godley & Lewis, Inc., New York. The agency name remains unchanged.

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# "Get Down Those Tools and Use Them"

"We've wandered far away from first principles," says the sales manager. "In the old days, we had to dig, plant, and cultivate.

"Then times changed; we hung up the shovel and the hoe.

"But now we're going to feel natural again. Selling is coming back into its own. Let's get down those tools and use them."

Printed matter with sales personality is likewise coming into its own—especially "Dramatized Sales Helps." Economical selling demands just such qualities as they possess. Let us confer with you.

### Bert L. White Company

Originators and Producers of "Dramatized Sales Helps" (keg. U. S. Pat. Of.)

Office and Plant: 1215 to 1227 Fullerton Avenue

Chicago, Illinois

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### RAND M<sup>c</sup>NALLY BLACK and WHITE MILEAGE MAPS

A new series of State
Maps featuring steam and
electric railroads and railroad mileage bet ween cities,
towns and junctions. Made
unusually distinct through
elimination of other detail.
Each map folded to convenient pocket size with index
giving location and population of cities and towns,
their principal industries
and products, telegraph and
mail service, hotels and
rates.

Other features which will appeal to the progressive business man, salesman and tourist.

All States
All Canadian Provinces
PRICE 25C EACH

Department stores, news stands, bookstores, stationers, drug stores and cigar stores have the RAND MCNALLY map you want or will get it for you. PRACTICALLY every conceivable map for every conceivable purpose is made by RAND McNALLY. These maps are not only accurate when first printed, but they are regularly and continually revised to date, the result of new surveys, of research, and of travel being carefully recorded year by year in the plates.

Here, for instance, is a map of Ancient Gaul, showing the lands that Caesar trod-marking the lines of his advance into Britain and the dates at which certain points were reached.

You say that you may never use such a map? Quite true. But some one will! And therefore RAND MCNALLY makes it.

We believe that you should know that nother house in this country has equal facilities for securing and handling such data. No matter what kind of a map you may need, be it a map of New York City or of Ancient Gaul, you will find it good business to get a RAND MCNALLY. Fifty years of experience mean something in the map business.

# RAND M<sup>©</sup>NALLY & COMPANY

Map Headquarters

536 S. CLARK St., CHICAGO-42 E. 22ND St., NEW YORK

BUY RAND MENALLY BLACK AND WHITE MILEAGE MAPS FROM YOUR DEALER

### Tells Why There Is No Prospect of Trade with Russia

Rumanian Commissioner Warns Business of Grave Danger in Bolshevism as New Religion

### By Martin Hussobee

"HERE is something else in which American business men are very much interested. What can you tell us of Russia? We hear so much about the Soviets being ready for trade with us and in a big way."

It was toward the end of a long interview with Michel N. Constantinesco, leader of the Rumanian Finance Mission now in this country, that a PRINTERS' INK representative put this question. It brought out a new view of Bolshevism and a warning to busi-

ness men.

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"That, indeed," replied Mr. Constantinesco, "is a matter which should deeply interest you, for it gravely concerns business men. Russia is about as ready for trade with you as a group of peaceful citizens backed against a wall are ready to shout for the police while the pistols of the hold-up men are pointing to their breasts.

"You mean that they would like to but daren't?" he was asked.

"Precisely that, so far as the Soviet bodies themselves are concerned," replied Mr. connesco. "But the Russian who formerly thought of world commerce no longer dreams of calling for the police. He has faced the holdup men so often, he has nothing left, hardly even his manhood as he once knew it. He is now driving a cab, happy to be still alive.

"Judging from the facts as known in Rumania, it is impossible that there can be for quite a long time yet any likelihood of Russia being ready again for external trade. Even internal trade, as trade is understood in the United States, does not exist to any extent. It is only barter in kind that remains, and that in a form rather of begging than of business, for those who have don't want to sell.

"That is one of the most astounding parts of the story of Bolshevism. The great majority of the Russian people are accepting the new conditions and living quite happily. They are settling down into a state exactly like that which existed in the Middle Ages, the Dark Ages.

'All that the Russian peasant wants to-day is to be left alone. The men want to till only just as much ground and raise such animals as will supply the needs of the family. The women are weaving their own fabrics and making the family clothes. They are contented.

"Where the glare of Bolshevism falls, the darkness of the Middle Ages follows. The needs of civilization cease to be understood, cease to be wanted. It is this that makes Bolshevism something that business men should know about.1

#### BOLSHEVISM FIRST-HAND

"Have you had personal experience of the Bolsheviki?"

"Yes, I was in Odessa when they entered that city," continued Mr. Constantinesco. "I exchanged my clothes for an outfit like a beggar's and passed as a workman. Eventually I escaped, but not until I had had time to see the full meaning of Bolshevism both in theory and practice.

"Bolshevism is nothing but a hold-up planned on the scale of a continent and mistaken for a religion. It is the most terrible autocracy the world has ever seen. Lenin, Trotsky, they are now mere puppets of the Frankenstein monster into which they breathed life. They have to go on.

"Not four per cent of the Russian people are Bolshevik. But the ninety-six per cent are the men without guns and they are backed I have the facilities and the standing to insure the success of an enormously profitable business directly bearing on the advertising industry.

Most of my time being demanded by other interests, I wish to associate myself in this enterprise with a man familiar with the advertising business as a whole, and with a certain amount of capital who can also give his services to this undertaking.

To such a man I am prepared to make a very attractive offer, making due allowance for services in lieu of capital.

As an investment alone the soundness and exceptional possibilities of this proposition invite the closest examination, and merit the attention of a conservative investor.

Communications should give connections as well as approximate amount of capital available.

Immediate action necessary as several big contracts are pending.

Address "B. C.," Box 23, care of Printers' Ink.

against the wall. The others have accepted Bolshevism as a new religion. They are devotees, fanatical devotees, more Bolshevik than Trotsky or Lenin."

"Against the common sense of the people it must soon wear itself out?" was suggested to Mr. Constantinesco.

"I am not so sure of that," he returned. "If the people had what you call common sense, it would quickly wear out, of course. But the people are ignorant, grossly ignorant. Bolshevism seems to them the something they have always longed for, something that will end the wrong of poverty. They see it as a better religion, a religion of reward, not in a hereafter, but in this life, right here and now.

"Without knowledge of this side of it, Bolshevism cannot be properly understood. You will think only of Lenin and Trotsky. But it is these poor, pitiful fanatical followers who really count now. It is they who give to Bolshevism a power beside which the sword of Mahomet may come to seem merely a blade of grass.

"A Bolshevist convert, become an overseer of labor, carries out the Bolshevik law, as he understands it, with a strictness and completeness that put all other disciplinarians in the class of suckling babes. His way of dealing with strikes is short and conclusive. I have seen it in operation.

"You strike?' he cries to the men. 'How can you strike? You are no longer men, you are masters. You are the employers, you fools, you cannot strike! You do strike! You say you do strike? Then you must not live!' And carried away by his exaltation, he starts the shooting. Some may rum. But none escapes.

"Here is an illustration of the way they put into practice their belief in equality. All the Russian universities have been temporarily abolished. The reason given for this is that not all the people have yet been to gymnasium, as the schools are called. When all have been to school, then those who

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# Character

The difference between a success and a failure is frequently a difference of Character.

Character displayed in presenting a product to the public gives it the distinction it deserves. That's why so many important advertisers "tie up" their magazine announcements with the stores where their goods are on sale with

# "ING-DICH" SIGNS

For Character is built into "Ing-Rich" Signs. Their beautiful, glossy colors are not mere paint applied to the surface, but solid mineral porcelain fused into a sheet steel base. They never fade or discolor and defy all kinds of weather.

Your product deserves this kind of representation. Drop us a line today for details.

INGRAM-RICHARDSON MFG. CO. COLLEGE HILL BEAVER FALLS, PA.

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From the Excellent Presses of the Alco Gravure Company

# THE OMAHA BEE Sunday Rotogravure Section

will be produced, starting with the issue of September 5th. Two years of careful study of the various Rotogravure processes has resulted in selecting the company which produces Rotogravure sections for such papers as—

New York Tribune

Washington Star

The Sun and New York Herald St. Louis Globe Democrat

> In planning your next Rotogravure advertising campaign make sure of including

# The Omaha Bee

located in a territory which has enjoyed increased population and prosperity for the past 30 years. This year promises to be anner year.

### Over 60,000 Sunday Circulation Selling for 10 cents a copy

The page size of The Bee Rotogravure Section is:

7 columns wide by 20 inches deep Columns—13 ems wide by 285 lines deep. Advertising Rates—40c per line flat.

Closing Dates on Application

## The Omaha Bee

R. A. CARRINGTON, Advertising Manager

#### REPRESENTATIVES:

Prudden, King & Prudden 286 Fifth Avenue New York

R. J. Bidwell 742 Market Street, San Francisco Prudden, King & Prudden 1720-23 Steger Bidg., Chicago

V. P. Maloney Globe Bidg. Boston may wish may go to college, but none may go to college until everybody has been to school. All must first reach the same level before any new level can be permitted to any.

Aug. 19, 1920

"Religion, the new religion of Bolshevism, is the secret of the success of the amazing Bolshevist army. It is a power which may easily take that army to the Rhine. If Poland fall, Hungary, Austria, Czecho-Slovakia, Germany, even, I fear, my own country, would at once go Bolshevik. Italy, too, perhaps.

"In Rumania we do not believe that Lenin and Trotsky were the founders any more than they are now the real leaders. They were mere tools. We see the Bolshevik army trained and led by Germans-we draw conclusions.

ONCE MORE THE PEOPLE LAUGH AWAY THE DANGER

"But this notion that the Bolsheviki are likely to eat up all Europe -is not that rather enlarging a danger?"

"No, it is not," replied Mr. Constantinesco emphatically. "I have said that the power behind Bolshevism is religion, but the power which is leading that force is seeking disruption, destruction, not construction. What can a commercial blockade do to a country which has no commerce and to leaders who want none?

"Bolshevism is based on an alluring mental misapprehension. Its antidote is clear understanding, But how will you get that? In all countries employers and business men should be at pains to see that their employees have the chance to get the right under-standing of Democracy. It should be demonstrated that true equality is no more to be found in a labor autocracy than any other form of autocracy, and that a labor autocracy is the worst form of all for labor in the end-and the end comes quickly in disaster to everybody."

Mr. Constantinesco had already told of some of the remarkably advanced steps taken by his own

country.

### WANTED

An Experienced Capable Advertising Manager

Must be able to write clear, convincing copyplan booklets and trade paper ads.

Must have the vision and grasp of business fundamentals to work in close harmony and co-operation with salesdepartment.

Must have the experience and ability to analyze both product and market.

For the right man. the opportunity is a rare one.

The firm is established. The product is by far the best of its type on the market and has excellent distribution.

The surroundings and personnel are pleasant; congenial in the extreme.

If you are the manor if you have a friend who is-write at once to

R. M., Box No. 24 PRINTERS' INK

### Manufacturers Desiring Sales Representation in Chicago—Read This

I have received many offers to manage sales that would take me away from Chicago, and I have steadfastly refused. I am a New Yorker by birth, and many of my offers have been to locate there. I wouldn't live in New York City on a bet, for I'd lose the bet.

What I want is another good live sales account for the Chicago territory. I have a few good accounts now, and employ one salesman (have had as high as four). I want room to grow, and to add to my expense by employing more salesmen.

You can carry a stock of your goods in my warehouse, and you can pay me a commission monthly. I want only a good account, because I am a good Sales Manager. I sell to the Department Store and Drug trade, both wholesale and retail, and to Banks, Street Railways, etc.

Exclusive representation only considered. R. A. Morgan, 170 West Randolph St., Chicago, III.

# Young Man Wanted for Copy - Writing and Lay-Outs

Well-known New York manufacturing concern has place for young man of good education who wants a position in the advertising field which offers a broad and thorough training and unusual opportunities for advancement.

The ability to write good English, recognize the selling points in a proposition and express them in clear, forceful language, make layouts for printer and art department, prepare dummies and follow a printing job to completion are necessary qualifications. A general knowledge of type, paper, engraving, etc., are important. Some experience in direct-by-mail advertising and the ability to originate effective folders, cards, circulars, etc., will be valuable.

In writing state age, education, business experience, nationality, salary expected and other particulars. Address "C. P.," Box 26, care of Printers' Ink.

"In Old Rumania," he said, "a landowner might own any quantity of land and some held as much as 40,000 square hectares, 100,000 acres. In New Rumania the largest estate must not exceed 500 hectares, 1,250 acres. Eightyfive per cent of the population are peasants. To make the lives of these people easy and to encourage intensive cultivation, the new government is taking over the land and distributing it, paying part of the purchase price itself and allowing the peasant to pay his share in instalments.

"We used to have a very limited suffrage. Now we have full manhood suffrage and women vote

for local councils.

"Further to ameliorate conditions, Rumania has passed a new rent law. On houses built before the war the rent cannot be increased beyond twenty per cent of the old rent. On new houses any rent obtainable is permitted, and these rents are ten times the

pre-war figures.

"The government is now calling in all the war paper money, much of which was printed by the Germans during their occupation. This money is making things terribly dear in Rumania. A pair of shoes that used to cost 20 to 30 lei now cost 400 to 700 lei, and suits of men's clothes formerly costing 60 to 120 lei now fetch 1,000 to 2,000 lei. Those are examples.

"There are many needs in my country. That is why we are appealing to the United States to assist us in arranging credit here. We could purchase these things in Germany, but we do not want to do so. We want to obtain them here, but we cannot pay cash in full for them because of the high prices and the great difference in the exchange rate."

### Shulte-Tiffany Has Two New Accounts

The Tropical Paint & Oil Company and Daniel M. Luehrs, construction engineer, both of Cleveland, have placed the Schulte-Tiffany Company, Cleveland advertising agency, in charge of their advertising.

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NEW ORLEANS LARGEST NEWSDAPER

The Times-Picayune has the distinction of publishing more advertising during the first six months of 1920 than any other paper in the Entire South.

# FIR/T-N. FOUTH

The following figures are taken from the Mail Order Journal of July, 1920:

The Times-Picayune 7,984,874 lines

The Birmingham News - - 7,944,860 lines Memphis Commercial Appeal 7,363,664 lines Houston Chronicle - - - 6,390,958 lines

> Largest Home Delivery Largest Circulation

Foreign Representatives

CONE & WOODMAN, Inc.

**NEW YORK** 

CHICAGO

DETROIT

W

# Copy Writer and Advertising Salesman

One of the most progressive newspapers in America requires the immediate services in its advertising department of two men, one a copy writer, preferably a department store man who is capable of making attractive layouts and writing good, strong, and constructive copy rapidly; the other a salesman who has specialized on new business. Young men preferred. This paper is located in the South in a healthful, delightful climate and affords a splendid opportunity to the right men. Please write in detail, mentioning salary necessary to start and give other information which may be of value. Address F. P., Box 25, care Printers' Ink.

### Advertising Manager of Large National Account Wants Assistant

Man who knows engraving, printing, paper and layout work is needed. He should possess the ability to conduct a real advertising office.

College graduate preferred.

Address "D. R.," Box 29, care of Printers' Ink.

# The Way Todd Conducts a Sales Convention

TWO weeks ago the Premier Club of the Todd Protectograph Company's salesmen held a four-days' convention in Rochester. Many salesmen not members of the club were in attendance, but the executive sessions were for members only. This club is composed of salesmen who have obtained thirty-three "Legion of Honor" degrees. A certain amount of sales must be made for each degree, and, to retain membership, the record of sales must be continued each year.

The business sessions included addresses by Todd "super-salesmen," a discussion by G. W. Todd of the insurance feature of the Protectograph system, the presentation of prizes won in the "Maytime-Junetime - Hottime" contest, and a selling bee, conducted by George W. Lee, sales manager, along the lines of the old-fashioned spelling bees.

In the burial of Alibi Ike, the character representing the worker who fails to perform the task assigned him and offers an excuse, or alibi, in lieu thereof, the salesmen banished from their lives the habit of making excuses instead of sales. This was a ceremonial in which the spectacular was com-

bined with humor and solemnity.

"The burial of Alibi Ike," says the Todd company, "offers a lesson not only for salesmen, but for all who have work to do. Figuratively, we all are trying to bury Alibi Ike and forget him. We are striving to devote our minds, not to the task of framing plausible reasons for not doing what we set out to do, but to the work in hand."

# Byron Musser With Stanford Briggs, Inc.

Byron Musser, recently art director of N. W. Ayer & Son, has joined Stanford Briggs, Inc., art service, New York. ales

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TOOLS







"IF IT'S WOOD, WE MAKE IT"





### windhester repeating arms co.

NEW HAVEN, CONN., U. S. A.

- April 15, 1920.

Menger, Ring & Weinstein, Inc., 306 West 42nd St., New York City.

Attention Mr. Samuel Weinstein.

My dear Mr. Weinstein:-

We have just held a conference of our representing Agents from all parts of the United States, and you perhaps will be interested in knowing that these retail dealers are very much pleased with the window screens which you manufactured for us.

We wish to thank you for your careful attention to our order and for your cooperation in enabling us to get these screens to our Agents on schedule time.

Very truly yours,

MINGREST REPRESENTED ARMS COMPANY,
Advertising and Sales Projection Manager.

WIS: OK

### ADVERTISING WINDOW BACKGROUNDS and PICTURE FRAMES

MENGER, RING & WEINSTEIN, Inc.

SUCCESSORS TO

SAMUEL WEINSTEIN

306 W. 42nd STREET

ESTAB. 1899

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# RINTERS

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
OPPICE: 185 MADISON AVENUE, NEW YORK
CITY. Telephone 1345-78-9 Murray Hill.
President and Secretary, J. I. ROMER. VicePresident, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, Julius Mathews, Manager.

Atlanta Office: 1004 C Gso. M. Kohn, Manager. 1004 Candler Building.

St. Louis Office: Post Dispatch Building, A. D. McKinney, Manager.

Pacific Coast Offices: Examiner Bldg., San Francisco: 802 Title Insurance Bldg., Los Angeles: 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager. London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31 bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year. \$1.50 for six months. Ten cents a copy. Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch. minimum \$7.70. Classified 55 cents a line, Minimum order \$2.7%.

JOHN IRVING ROMER, Editor FREDERICK C. KENDALL, Managing Editor JOHN ALLER MURPHY, Associate Editor ROV DICKINSON, Associate Editor R. W. PALMER, News Editor

C. P. Russell
Roland Cole
C. H. Claudy

Chicago: G. A. Nichols London: Thomas Russell

New York, August 19, 1920

Advertising The statistics recently published and the the United

Wanderlust States Department of Labor and discussed by Mr. Wright in this week's issue of PRINTERS' INK will startle many men who read them. The figures indicate a waste in money and, even more important, in productive power, which is stupendous. As the author points out, labor mobility is a phenomenon which is usually caused by dissatisfaction. It must be admitted, however, that a certain percentage is caused by the inherent wanderlust of man, be he union or non-union.

In this respect at least the power of advertising can assuredly be of real help.

The fact was conclusively proved during the war. Certain progressive cities were able to cut down labor mobility materially with the aid of local advertising campaigns. What was done then can be repeated now, and the statistics would indicate that it is a timely and necessary task. The same selling arguments which changed wanderlust to comparative domesticity during the war should prove effective now.

When a man and his wife have it pointed out to them in a series of local advertisements that the city in which they are now living has certain advantages, they are not quite so apt to pull up stakes and move. It is a failing of human nature to take for granted certain assets toward happiness which we possess, whether they be qualities in people near and dear to us, in our country, our town, or our job. These assets, especially as they concern the town and the job, can be made permanent through adverfising.

When a man and his wife, under the evening lamp, read in paid space the story of the town in which they now live, its library, its parks, its spirit, the promise of a few more dollars a month at a city several hundred miles away doesn't look quite so good to them. The school where Jennie has made so many friends, the playground where Jack enjoys himself, the polite service of Mr. Johnson, the corner grocer, these and similar assets are suggested by an advertising campaign based on "Stay here" is a civic pride. more unselfish slogan than "Come here."

Many a Chamber of Commerce could save thousands of dollars for its members, and do its part toward killing the deadly germ of labor mobility, if it would promote the sort of stay-in-your-own-town campaigns which proved their effectiveness during the war. right kind of advertising can help overcome man's natural instincts toward wanderlust.

159

The savings

banks of the

ently have not

appar-

country

yet been able to see the tremen-

dous advertising opportunity that

lies before them in the develop-

ment of their business through the

A few months ago PRINTERS'

INK described the community ad-

vertising campaign of a group of

Little, if anything, was said in

any of the advertisements used in

this campaign about the banking

by mail facilities of any of the banks that participated in the

Middle West, however, have as a

rule given more space to the fea-

turing of this phase of banking

than banks in other parts of the

Savings bank advertising is

showing more improvement every

year, but aside from the bare men-

tion of a "Banking by Mail Department" few of these institu-

tions use a sufficient amount of

advertising space to describe this

feature of their service to give

real information about it to those

The advantage to the bank, to

the depositor,. to the economic

health of the community and the

wealth of the nation would seem

almost too apparent to require

mention. The accessibility of the

savings bank is a check against extravagance. The necessity for

visiting a bank in person has lost

the bank many a deposit, and the

it easy to put money in the bank,

at any time of the day or night,

in any amount without the neces-

sity of making a special trip to

Making

who might be interested.

depositor many savings.

banks in Cleveland.

Banks through the

Advertising

Opportunity 1997

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the bank will coax money out of

the pockets of thousands of peo-

ple who might otherwise spend

that money foolishly.

Banking by mail eliminates time

and distance. It enlarges a bank's

territory.

deal with instead of waiting de-

positors, and the depositor takes

his own time to prepare and mail

his deposit. The sales of chewing gum

The bank has mail to

would be less than what they are if it was advertised less universally and continuously. Advertising has put it on sale in every store everywhere. Banking by mail puts a savings bank in every

letter box.

Banking by mail is as yet but dimly understood by the man on the street. He needs to be told what it is, how to do it, what its advantages are to him, and how he can learn more about it. The bank's advertising must be educational. It must explain how money is deposited by mail and how it is withdrawn, and all other details connected with the transac-

The savings banks are confronted with an unusual opportunity to employ advertising to increase their deposits, multiply their depositors, encourage thrift in the nation and facilitate business by the accumulation of larger capital for investment purposes.

The Advertising Mind

The advertising mind should be applied more of-

ten to some of our great national problems, the problem of farm-product distribution especially. For the type of mind that makes an advertising man successful combines vision and practicability, and the combination is essential in solving problems which are fundamental and difficult.

It is the advertising type of mind which, by finding new uses and knowing markets, turns waste products into valuable articles of commerce. Apricot pits, for example, are a waste by-product of the fruit farm. In California approximately 7,000 tons a year, at first entirely wasted, were, just previous to the war, sold to Germany and Denmark at about \$45 a ton. When these nations stopped purchasing the price dropped to \$15 a ton, with no takers. A man who was stuck with a large quantity utilized that unbeatable combination-the chemist and the advertising man-one to find methods, the other to search out markets. As a result he started to

market a substitute for olive oil. a meal used in cooking, oil of apricots, known as bitter oil of almond, American blue, from which Prussic acid may be made, and several other substitutes. The total sales prices of these byproducts which have been worked out through practical study and marketing vision give a total yield of more than \$200 a ton for apricot pits.

Surely if such a by-product as apricot pits can be salvaged by work and vision, the opportunity for the advertising mind was never so apparent as it is to-day, with waste about us on every hand. The farmers, especially, need our

With proper study and co-operation the farmer and the advertising man should be able to astonish and incidentally feed the world.

### When Bankers

There are present trends and tendencies in the Give Advice public mind

which should teach a real advertising lesson where it is needed most. has always been a certain type of banker, and he is often on the board of directors of firms which are large national advertisers, who underestimated public opinion and its corollary, good will. He is the type of man who, without understanding the fundamentals of advertising, has often looked at it as something apart from the business, and has influenced changes in advertising policy, because he never truly believed in the tangible effects of public opinion. This kind of man has had his eyes opened recently.

He has been up against the most powerful advertising medium in the world-the human tongue. Started in motion by display advertising of firms who hastened the price trend, this oldest medium of all has built up a public mind which at the present time is practically in control of prices.

This is the conclusion which bankers interested in the woolen, leather, cotton and other indus-

tries have arrived at after much study of charts, cycles and end-less discussion. The public is also in control of that powerful force of credit, heretofore considered by bankers to be their own exclu-Witness the folsive property. lowing statement by one of our largest banks, made at the end of a statistical study of proportion of bank loans, purchasing power, inflation, re-discounts, and what

"The most hopeful feature of the situation is the fact that the public seems to be finally impressed that expansion must ston. and that business must be handled within existing lines of credit . common sense tells sensible people that a riot of inflations cannot go on indefinitely and that every interest will be served by halting the movement.'

Live bankers are noting the tremendous influence of the public mind in curing fundamental evils. They will probably take more interest in advertising as a force which molds the public mind.

They will then be able to give valuable advice in directors' meetings along positive lines regarding advertising, since they see its direct effect on movement of goods and credit.

Realizing its power in molding public opinion, they will be more likely to extend credit to the man who doubles up his advertising appropriation in times of slow turnover, when dead inventories become a liability in a falling commodity market.

### New Account of Erwin, Wasey & Co.

The Edison Electric Appliance Company, Chicago, has placed its 1921 advertising account with Erwin, Wasey & Co., of the same city. Copy will be placed in national mediums.

### Now Art Director for Vanderhoof

Albert W. Ross, 101mers, Grauman Studios, of Chicago, has Albert W. Ross, formerly with the joined the advertising agency of derhoof & Co., in that city, as art by cluof ion rer, hat

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# Announcing JAMES HAMMON

Mr. Hammon's versatility, fine sense of arrangement and able draftsmanship have established his reputation with national advertisers.

# CHARLES DANIEL FREY COMPANY

Advertising Illustrations

Flatiron Building NEW YORK Monroe Building CHICAGO A Creative Organization for Merchandising Service

GEORGE SETON THOMPSON CO. 608 So. Dearborn St., Chicago

### Bankers' Directory (Estab. 1872)

July, 1920. Now ready. A valuable assistance in collecting thru our bonded lawyers, also for credit reports. Lists 150,000 names. Sent postpaid for \$15.

RAND-MCNALLY COMPANY

B. G. Boyle, Editor

Chicago Dept. A-2

### Attention Publishers and Agencies in New York

If you have any space to sublet to an organization of 3 artists let us know. Art work in return. 400 or 500 feet of space. Address "L. C.," Box 27, P. I.

**Working Foreman Wanted** for Open Shop; rotary printing and binding plant. Address in confidence stating experience, etc. C. E., Box 28, care of Printers' Ink.

### Unused Postage Bought

We buy unused postage stamps of any amount We buy unused postage stamps of any amount or denomination for spot-cash. Mail them to us, and receive cash by return mail. We also buy old gold, silver, platinum, diamonds, watches, jewelry, War Bonds and Stamps— anything valuable. Goods returned within 16 days if you're not satisfied with the amount we return you. Bank references. The Ohio Smelting & Refining Co., 283 Lennox Bldg., Smelting & Re

### TRAVELING SPACE SALESMAN

A new publication with national circulation A new publication with national circulation needs men on part-time basis. Straight commission. Write stating line new carried, class of concerns with whom you are in touch, and territory covered. We have a number of strong and unique talking points on which space can be sold. Leads furnished and direct mail coperation given. Address, E. M. Roberson, 703 Fidelity Trust Building, Indianapolis,

### Finns Making Paper Again

The American Red Cross has announced that its workers report rapid rejuvenation of the paper industry in Finland. Giving figures upon the industry, the Red Cross bulletin said:

"Although export trade was impossible for eight worth.

sible for eight months during owing to shipping restrictions effective in Europe, 46,000 metric tons of piper were exported from Finland. tually all of this was supplied to fifty of the largest periodicals in England, a new market exploited by the Finna after the breaking up of the Russian market.

"The total export of paper mill prod-ucts in 1919, the greater part of which came during the last four months of the year, was 200,451 metric tons. which included wood pulp, cellulose and cardboard in addition to white paper."

### "Easy" Washer Corporation Account With Logan

The advertising account of the Syracuse Washing Machine Corporation, of Syracuse, N. Y., maker of the "Easy Vacuum Electric Washer," is now being handled by Thomas F. Logan, Inc.,

New York

This company has recently completed a new factory in which it will manufacture a complete line of electrical household devices.

A metropolitan campaign using New York newspapers will be undertaken immediately. A campaign in which general mediums will be used will fol-low this first campaign. R. B. Woolley is in charge of the account for the Logan agency.

### Gulden's Mustard Account

With Howard Agency Charles Gulden Inc., of New York, manufacturer of Gulden's Mustard, has put its advertising account in the hands of the E. T. Howard Company, Inc., also of New York.

### BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO., 406 World Building, New York City

### GOOD PRINTING—CHEAP

- A Few Money-Saving Prices 1000 4-page Folders, 3 ½ x 6 ½ in. \$10.00
- Each additional thousand 3.50
- 1000 4-page Folders, 4x9 in... Each additional thousand 12.50 4.50 16.00
- 1000 4-page Folders, 6x9 in... Each additional thousand FREE-our large package of samples
  - ERNEST A. FANTUS CO., Printers 525 So. Dearborn St., Chicago

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# The man we want

isn't looking for a job—nor is he so satisfied with his outlook on life that opportunity means nothing to him.

He is 30 to 35 years old—probably university trained and has had several years selling experience either as salesman or director of sales with some progressive company.

He is mentally alert and has proved that he has sales instinct of the highest order.

He must be able to assume authority and responsibility without being overbearing and know how to work with and as one of a thoroughly efficient organization.

Salary to be discussed later, but we do not want a man who hasn't proved to the satisfaction of others that he is worth \$5000 a year.

Only written applications will be received. Make it in detail, be sure it will be treated in confidence and address it to R. G. Box 21, care Printers Ink.

If your reply is considered favorably an interview will be arranged at a mutually convenient time and place, and at no expense to you.

### The Little Schoolmaster's Classroom

Do your branch offices make good use of the envelope stuffers, folders, bulletins and the various other printed advertising that you furnish them? Put this question to a group of advertising managers and nine out of every ten must doubtless answer in the negative or confess to a lack of definite knowledge.

The Schoolmaster came across an interesting little plan used by Walworth Manufacturing Company which provides efficient check on this matter. Each branch manager is required to make a weekly report showing to what extent he has distributed the advertising and the manner in

which it was done.

The form is headed "Weekly Report of Advertising Matter Distributed" and the first part reads: "We have enclosed the following advertising matter with outgoing correspondence." Then appears a line for each day of the week, with space to indicate "nature of enclosure" and "approximate number." The latter half of the form provides space in similar manner to report special distribution of matter, through circular letter campaign or otherwise, and to state upon what class of business directed.

This report, received by the advertising manager, keeps headquarters closely in touch with advertising work of the branch houses. Perhaps a more valuable service, however, is that it keeps branch managers themselves informed of how closely the mailing department is following instructions and serves as a weekly reminder in case there is a tendency to let down. Envelope enclosures are usually entrusted to mail boys, who sometimes do not realize the importance of including the printed material when the volume of correspondence runs high and mailing work extends beyond the usual time. Mail clerks, too, sometimes change their jobs and the new employee may not be thoroughly instructed. It is a matter that needs frequent checking up. A copy of the report is placed on the branch manager's desk and any backsliding is thus brought quickly to light.

Excerpts from suggestions to managers printed on the form really outline a good plan of organizing the envelope-stuffer work: "We endeavor to supply sufficient advertising matter so that enclosures of blotters, small circulars, etc., can be made with most outgoing mail. When supply runs short, applications should be promptly made for more. Requirements should be anticipated at least thirty days.

"Recommendation is made that the same piece of advertising matter be not enclosed more than one week at a time, because receipt of the same circular becomes very monotonous to the recipient.

"In the column headed 'approximate number' please fill in the approximate number of circulars sent. It will not be necessary to make an exact count, but approximate quantities are desired. A good method is to have the person in charge of the mail count out in the morning 50, 100 or 150 enclosures and note number remaining on following morning; the difference of course, will be the number sent out to customers and such number can be noted in column 'approximate number.'

"Recommendation is further made that some one person be placed in charge of this and make out a schedule of enclosures each week for the mail clerk to fol-

low."

In some houses dealing with the trade many an advertising rose withers away unseen, which if transplanted to the sunshine of another soil, would blossom brightly and let fall the kind of seeds that grow up into orders.

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# One ad produced thousands of dollars in orders

### PHILLIPS & WIENES

Typographic Servants 160 East 25th St. New York

August 3, 1920.

Printers' Ink, 185 Madison Avenue, New York.

Dear Sire .\_

Believing you are sincerely interested in the result of your clients' advertising in your publications, we wish to give you an idea of how valuable your space has been to us.

We placed in Printers' Ink Weekly, of June 24, 1920, an advertisement announcing the fact that we had increased the price of our little type book "from nothing to \$2.00 the

If you will remember we told you at the time that it was not replies we wanted, but rather to curtail the inflow of demands and requests for booklets from all sorts of people not in any way connected with advertising.

It will probably surprise you to learn, that even today, more than a month since the publication of this advertisement, we received an order from England.

Nearly every day since the publication of the advertisement we have received orders, not only from almost every state in the union, but also from Canada.

To say that we are pleased with the result is putting it too mildly, for in reality we are more than pleased—we are delighted.

With each booklet sold, we sent a letter stating, that if the recipient was not thoroughly satisfied, or felt that he had been over-charged for this little book, he had the privilege of returning it and getting his money back. Instead of returning the booklet we usually received a letter full of compliments. In one instance only was the booklet returned. This came from a feather renovating company in Tennessee.

The actual business in dollars, directly traceable to this one advertisement, runs into the thousands with prospects of no limit to the amount.

Assuring you that we are now doubly sold on Printers' Ink Weekly for our business, we are

Very truly yours,

PHILLIPS & WIENES, Per Fred N. Phillips.

P. S.-Just this minute received second order from Europe.

### Harry Simmons

A nose
For news;
A keen sense
Of human
Interest values;
And a familiarity
With human nature
Resulting from
Twenty years of
Business life!
When you want
A writer
Like that,
Remember Simmons.

### 29 South La Salle Street Telephone State 5499 CHICAGO

Why not have Simmons write it?

### SAVE ON Typewriter Supplies

Waxed typewriter ribbons will not fill type or dry out. Waxed carbon paper will not smut or wrinkle. Unequalled for manifolding. Clear work—wears long—nonsmut, low cost.

### You Take No Risk

Will mail one dozen ribbons and 100 sheets waxed carbon paper on approval. Use a ribbon and 25 sheets for 30 days. If you like them remit \$7.00 for ribbons and \$2.50 for paper. If not return unused portion at our expense and pay nothing. Order on business stationery; state color of ribbon, make of typewriter, and whether light, medium or heavy carbon.

THE RIBBON WORKS
Galveston, Texas

"See that young chap over there," said a business man to the Schoolmaster, "he's the smartest solicitor I think I ever met. And I give him a piece of business every time he comes in—almost, He's one in a thousand. Why don't they start a School for Solicitors and teach 'em the rudiments of salesmanship? It's simple when you get right down to it.

"Ninety-nine per cent of the men who come in to see me, just poke their head in the door and smile, and say, 'Anything doing?'—and there isn't.

"This young fellow, every time he calls, has an idea. It is an idea built for me and for my business, It shows that he has studied our problems. Not all of these suggestions are usable, but some of them are and it is the hustling cleverness of this type of solicitation that wins me over. I warm up every time he comes in.

"Here is a man who, in between calls, has been giving my proposition constructive thought. The ideas are distinctively ours. He never wastes my time, because while I can't accept all his schemes, I'm afraid to miss any of them."

Some unusual tests of the staying qualities of color can be made, as a matter of personal reassurance. There is a well-grounded suspicion that certain colors fade when exposed to sunlight, and this is unquestionably true. It seems to be largely a matter of certain mixtures and combinations of pigments, and it is contended that while, alone, certain colors will hold, when mixed with a second color, to produce a third, they become susceptible to weather conditions, light, etc.

Just to test all this out, try a little experiment. Take all of the various colors and combinations of colors, and paint inch-wide strips on paper or white-pine wood.

Straight down the middle of these color stripes, place a piece of heavy cardboard, tacking it in place. Then place the experimental board outdoors, where over the

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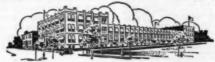
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# **BOOKBINDING**

Printing and Binding of School Books and Edition Work in Large Quantities our Specialty Correspondence Solicited.



International Textbook Press

We are fully equipped for High-Grade Catalogue and Three- and Four-Color

# **PROCESS WORK**

Population 66,138 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

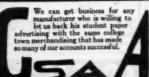
Brockton Daily Enterprise

Printing 19,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements





Collegiate Special Advertising Agency, Inc. 503 Fifth Avenue, New York

Established 1913

Chicago Office: 110 So. Wabash Avenue

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

### Concrete

314 New Telegraph Bldg., Detroit, Mich.

A paper for contractors. It also reaches architects, engineers, road builders architects, engineers, road builders, coment and lime manufacturers. A live paper in an up-and-doing field.

The DIRECT-MAIL "HOW"



MALBAG direct-mail advertising. Articles fros doe with interes, booklets, circums-schomines, booklets, circums-cow to Write Letters that \$1.00 ow to Write Letters that \$1.00 lin; How to Conduct a Real Lemes, all; How to Conduct a Real Lemes, bases and similar subjects covered. 7 you want to keep abreast of the test in direct-mail work-if you want supplies that the conduction of the conduction of the seaght, send your subscription NOW.

MAILBAG PUBLISHING CO.

#### WORLD SALESMAN

News-stands, subscribers, everywhere Japan. Japanese section reaches Jap-anese buyers. Published Yokohams. Tremendous pressige Japan; as well as entire Far East. Sample copy 10c. 182 West 4th St. New York.

OSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Morey Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. 31: 1 year \$2. POSTAGE 18 East 18th St., New York City

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accurate figures. New
data on sales, advertising
and business conditions
each month in pocket
form. August Bulletin
and literature mailed Don't use out-of-date, inyou on request.

THE RICHEY DATA SERVICE 10) Heridian Life Blag., Indianapolis, U.S. A. #2073



sunlight will surely strike it every day for a fair period of time. Leave it there, in all kinds of weather, for no less than ten days. It is customary, however, to protect the colors from rain by plate glass.

At the end of this time, remove the center strip. The whole story is told at a glance. The parts that have been protected from light and sunlight will remain approximately the same as when painted on the board. The exposed parts will loudly proclaim just what effect sunshine has upon certain colors.

Sales talks and dealer helps have a habit of getting into a rut unless the man who issues them is continually on his toes.

The "we expect and deserve your co-operation" of the old days seldom appears in these. In the sales message sent out by the Chevrolet Motor Co., signed by W. C. Sills, general manager of sales, are some thoughts which surely keep out of the rut.

They hit the problem from the dealers' and salesman's side of the fence.

There is no technical talk in them, but the kind of material that is designed to help the individual in his own personal problem of getting the most out of himself. Here is a sample of the "sales talks."

### More than 2,000 Hardware Dealers

in the Philadelphia territory subscribe to the

RETAIL CONTROL LEDGER Twice a Month; Sub. \$1.00 a Year

BUY

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"A Convention of One!
"Holding a little convention with yourself is not a bad idea.

"Conventions are held for the purpose of exchanging ideas, of getting information, of making

progress.

"Holding a convention with yourself means going over your own record, of studying yourself, of analyzing your traits, good and bad, in an impartial, fair manner.

"It's a good thing to hold these conventions often so as to check up on your personal efficiency and to plan definite ways of increasing

it.

"It's a good thing to compare what you have accomplished with what you had planned. If you have done better than you expected know the reasons why. If not, know why you failed.

"Find out in your convention every personal characteristic that has contributed to your success. Study every fault that has handi-

capped you.

"Be honest with yourself. Resolve to develop your good points and to throw the others into the discard.

"And before you adjourn the meeting you should decide upon a definite date ahead for holding the next one. Set a definite goal to be attained before that time.

"You will find these little periodical conventions a great incentive in your daily work."

Los Angeles — The largest city in the West IN LOS ANGELES

IT IS THE EVENING THE RALD

MEMBER A. B. C. Government Circulation Statement

134,686

The Giant of the West

REPRESENTATIVES
New York: Chicago:
Lester J. Clarke, G. Legan Payne Co.,
804 Times Bidg. 432 Marquette Bidg.

# American Sumberman

Est. 1873. CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

America's 2,000 GAS COMPANIES

These big, active, prosperous public utility concerns are busy rebuilding and enlarging plants and promoting gas appliance sales. Bell them through

THE GAS RECORD

(Semi-monthly) 29 W. Jackson Bivd., Chloage R. O. Jasperson, Editor, Walter V. Turner, Technical Editor, Herbert Graffis, Adv. Mgr. Eastern Office: 56 W. 45th St., New York, Telephone Vanderbill 3985. Member of the A.B.C. and of the Associated Business Papers.

### THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited. BEN. P. BRANHAM, Editor 951-957 Insurance Exch., Chloago

### MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

MILL SUPPLIES, 587 South Dearborn St., Chicago

# OIL ADVERTISING Send for sample copy and rate card of PETROLEUM AGE

Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.

PETROLEUM AGE (Mosthy)
20 West Jackson Boulevard, Chicago
Eastern Office: 56 West 45th Street, New York
Telephone Vanderbilt 3695



<u> 10:</u>

FOR SUNNY, IRRESISTIBLE COPY— SEE

ADVERTISING & MARKETING NEW YORK

### Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

#### HELP WANTED

Copy and layout man with sound agency experience. Give full details in first letter; send samples and state salary. Wilson H. Lee Advertising Service, 6 Church St., New Haven, Conn.

Wanted—A good Printing Salesman, one who has some following, is wanted by an Art and Commercial Printing house. Detailed information is desired in first letter. Box 647, Printers' Ink.

WANTED—An experienced advertising agency solicitor on moderate salary at first—bright future for Atlantic States. Apply stating experience. Address "Recognized," Box 660, Printers' Ink.

### Commercial Artist

designer and figure man in line and wash. An excellent opportunity for substantial high grade man with old established Eastern Photo Engraving concern doing highest grade of work. Give full par-ticulars in reply. Address Box 638, P. I.

COMPOSING-ROOM FOREMAN wanted COMPOSING-ROOM FOREMAN wanted by a printing house doing the better class of catalogs, booklets and adver-tising literature with a business of half million. The applicant must prove his ability and reliability. Position perma-nent with excellent salary. Give def-inite information with application. Box 642 Printers? Ink 642, Printers' Ink.

Advertising Men Wanted-National publication of merit with a limited number advertising prospects in every city of 5,000 population and up wants represenas advertising solicitors. Very little time required to keep in constant touch with our prospects and as a side line will not detract from regular position. Occasional leads furnished. Liberal commission. Address Box 646, Printers' Ink.

One or two young men who can control high-class advertising accounts can become associated with growing agency of unimpeachable standing. Give full particulars in confidence. Address Box 256-58 West 59th Street.

### Wanted-Sales Executive

Opportunity offered in Philadelphia to man who can produce satisfactory re-sults on a line of high-grade cigars, backed by advertising campaign. Must possess executive qualifications and supervise advertising, write concise, convinc-ing letters and handle salesmen. State experience and salary expected. Box 637, Printers' Ink.

Wanted—A first-class technical copy-writer and general advertising man, A real opportunity for the right man, State age, experience and salary de-sired. Address Box 663, Printers' Ink.

SALESMEN—The rapid growth of our business makes necessary the addition of salesmen to represent a nationally known salesmen to represent a nationally known manufacturer of paints, varnishes and apecialties in Indiana, Ohio and New York. Young, hustling, live-wire men with energy and proud records wanted, In replying state age, qualifications and salary desired. Box 636, Printers' Ink.

ADVERTISING SOLICITORS. Estab. lished export monthly offers exceptional openings for profitable, pleasant side-line to local representatives all over United States. Familiarity exports desirable, not essential. Unlimited opportunity for future exclusive control of lucrative ter-ritories. Liberal commission basis only. Also want forceful man for full time in New York; drawing account. Box 640, Printers' Ink.

WANTED-An alert and experienced Solicitor with a few active accounts. He will be backed by our Agency with He will be backed by our Agency with an exceptional service organization. We are securing a great many good leads, which we turn over to our men. A worth-while opportunity for a capable man. Apply in person or with fully written details to Mr. George S. Dyer. THE BROWN ADV. AGENCY, 25th Floor, World's Tower Building, 110 West 40th Street, New York City.

### A SECRETARY

for a busy executive, a young lady who is an expert typist and stenog-rapher and who has a knowledge of bookkeeping. Must possess tact and initiative and be able to relieve this executive of details. Prefer a per-son who has had some experience in the advertising business. Salary is secondary if we can secure the right person. We will treat all replies strictly confidential. Box 644, P. I.

### SUPERINTENDENT WANTED

By big edition magazine and catalogue printers and binders. Must have a record for ability to schedule work, get production and handle help on a large scale. Applications will be held in strict confidence. Address Box 656, Printers' Ink.

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WANTED—Man experienced in Syndicate advertising. Capable of organizing and managing Sales Department. Address Box 667, care of Prince's Ink.

ADVERTISING MAN—One who has had wide experience, especially in writing copy and preparing circulars for selling food products; only high-class, intelligent person need apply; state age, experience, reference and salary. P. O. Box 831, Cincinnati, Ohio.

Electrical trade journal advertising solicitor who wants to make a change into similar work wanted by an organization not in the publishing business. All replies will be treated confidentially. Box 661, Printers' Ink.

Capable, diplomatic and experienced man for executive secretary of employers association in leading Southern city. Must be firm believer in "open shop" principles and know the methods most efficient in promoting them. Good position for thoroughly competent man with proper training. Give full particulars and state salary expected in first letter. Address Box 671, Printers' Ink.

### **STENOGRAPHERS**

SEVERAL ATTRACTIVE, PERMANENT POSITIONS OPEN WITH THE COSMOPOLITAN AND GOOD HOUSEKEEPING MAGAZINES. APPLICANTS MUST BE HIGH SCHOOL GRADUATES. PREVIOUS ADVERTISING EXPERIENCE ADVANTAGEOUS, THOUGH NOT ESSENTIAL. ALSO A NUMBER OF POSITION SFOR STENOGRAPHERS WITH LESS EXPERIENCE IN VARIOURS 9-5, HALF DAY SATURDAY. CALL OR WRITE INTERNATIONAL MAGA-

ZINE CO. 119 W. 40TH ST. MRS. HEUBACH, 11TH FLOOR.

# WANTED BINDERY SUPERINTENDENT

Publication and catalogue bindery wants superintendent experienced in handling large forces of both men and women. Position offers good opportunity to the man who can skillfully engineer the binding of big editions. Address, in confidence, Box 655, Printers' Ink.

Wanted a man having advertising experience by large Flour and Mixed Feed Mill. Permanent position. Good prospects. Prefer he know something about the business. Location large middle-west city. Box 649, Printers' Ink.

Interest in Agency. Wanted an all-round advertising Agency Man, experienced in soliciting, broad, knows merchandising plans, capable of signing up business and holding it. To such a man, fully recognized agency doing good business will consider selling interest in the agency. Capital required from \$10,000 to \$15,000. Address "Confidential A. B. C.," Box 635, care of Printers' Ink.

### The Position of Advertising Manager Is Open

Our idea of the man who will fill this office is a young chap who can step into a smoothrunning, happy organization, add to it his personality, experience and ability, and create a future for himself. We don't want a floater or a novice. We are long established manufacturers of bicycle tires and automobile accessories and are national advertisers.

The man we select must possess a sound knowledge of both national and trade advertising, house-organ work and sales promotion.

If you think you're the man write us fully and sell yourself. Give us your idea of salary and tell us when you could join us.

### CONTINENTAL RUBBER WORKS ERIE, PA.

AGENCY-TRAINED MAN, 28, with a background of selling experience, wants job as right hand to an executive. You can depend on him. He gets things done. He can write terse, down-on-earth, human stuff with merchandising in it. He makes a strong, sensible layout a printer can follow. Can take hold and direct correspondence. Can get out a house-organ that will be read —full of news and humor and sound selling talk. A college graduate. People like him—and he wears well. It will be a responsible job with a future to it that will take him away from the small agency in a large Eastern city where for the past fifteen months he has been copy and contact man. Have you that job? Address Box 666, Printers' Ink.

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A Money-Making Syndicate Advertising Service Offers an Unusual Opportunity—A successful Syndicate Advertising Service about to expand offers several energetic young men the opportunity to become associated with it obtaining a small interest. Box 654, P. I.

#### MISCELLANEOUS

PRESS GRAFLEX CAMERA
FOR SALE
B. & L. lens, roll holder and carrying
case. First-class condition. F. T. Price,
313 City Bank, Syracuse, N. Y.

ADVERTISING WRITING—Retail, trade paper and general ads; letters, criculars, booklets. Also printing. Write or phone (Cortlandt 3115) and I will call. John P. Duncan, 200 Broadway, New York.

### **Printing Plants and Businesses**

Bought and Sold Printers' Outfitters CONNOR, FENDLER & CO. New York City

A contributor to leading technical pub-lications of the United States and Europe is prepared to furnish short articles of popular character on applied science to newspaper syndicates. 639, care Printers' Ink.

For Sale—Folder, Cleveland Model A. Good condition. Sheet 19x25; all folds, For Sale—Fourt, Circums, 25; all folds, 19x38 one fold, down to 4x5. Includes either D. C. or A. A. variable speed motor for driving same. First check for \$600.00 puts it on board Jeannette addressed to you. Jeannette Publishing Co., Jeannette, Pa.

# BARGAIN FOR QUICK BUYER New Addressograph Equipment.

Ribbon Print Power Addressograph No. F-2

Power Graphotype No. G2 1 Oak Cabinet, Capacity 22,000 Stencils. 10,000 New Frames and Name Plates. Write A. H. Verrinder, 23 De Mott Ave., Clifton, N. J.

ADVERTISING MANAGER of one of largest printing machinery manufacturers wants new connection. Mature advertising and sales experience in this line; also in pneumatic, production tool and machinery lines. A practical printing house executive, qualified to superintend all processes from lay-out to binding, Know art work, how and where to buy it; originate inquiry-pulling periodical and direct-by-mail advertising, as well as write technically correct descriptive copy and build easy reference catalogs, in-struction and repair parts books. Will consider position of advertising manager with large manufacturer, director of serwith large manufacturer, director of service department with established agency or executive position with high-class printing or publishing house. Prefer Chicago or New York, but will locate elsewhere if offer is attractive. Present salary \$6,000—worth more to the right firm. Address Box 673, care of Printers' Julius 1988. firm. A ers' Ink.

### GEORGE P. ROWELL'S

FORTY YEARS OF ADVERTISING I will be glad to pay any reasonable price for this book. Box 676, P. I.

#### POSITIONS WANTED

### COMMERCIAL ARTIST

Retoucher and designer seeks a posi-tion. Preferably with a trade jour-nal. Address Box 674, care of Printtion. ers' Ink.

New York Advertising Copy Writer with ten years' successful agency and mail order experience wishes change. Good record. Address WILLIAM, 171 West 95th St., New York.

Writer-Experienced; thoroughly familiar with layouts; college trained; employed by Cleveland retail store; in city few days. Will consider promising retail or agency opening. Box 669. P. I.

### IN YOUR ORGANIZATION There's no advertising woman? Turn over that occasional job needing a femworker.

### inine touch to me, a trained worker. Ideas, copy. References. Box 658, P. I. Assistant Product Manager

A young man (23), four years' advertising and selling experience, desires connection as assistant production manager. Salary secondary in consideration to op-portunity. Box 651, Printers' Ink.

Copy Writer—A man of ideas and imag-ination wants to break into advertising copy writing. Newspaper man and maga-zine writer. Willing to make a sacrifice in zine writer. Willing to make a sacrifice salary for chance to start. College gra uate; thirty; married. Box 668, P.

ASSISTANT SALES MANAGER
Am connected with a national men's trade paper; understand merchandising; would consider first-class advertising agency or manufacturer looking for new young blood. Box 665, Printers' Ink.

Assistant to Advertising Manager or Executive. New York City or vicinity. Five years' general agency experience; one year newspaper solicitor. Age 23. Available immediately. Box 643, P. I.

Advertising and Sales Promotion Manager desires location in New York City; present contract expires September 1st. Experienced in handling Distributor, Dealer and Direct to Consumer cam-paigns. Will consider a Director of Print-ing contract. Address Box 672, P. I.

Experienced Sales Promotion and Advertising Manager for manufacturer having national distribution. Can install dealer help system, edit house organ, increase the number of your dealers. Box 650, P. I.

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ADVERTISING MANAGER desires to locate in New York. Young enough to appreciate advice and display energy and initiative; old enough to have experience, tact and judgment. College graduate. Salary \$3,600 to start. Box 657, P. I.

Publisher of magazine or farm paper who is not getting the advertising his publication merits can communicate with first-class advertising manager. Moderate starting salary if there is a big future. S. F. B., Box 641, Printers' Ink, Chicago Office.

Advertising Salesman of broad experience, including department and branch office manager, open for engagement on first-class publication. Familiar with gen-eral, trade and export fields; wide ac-quaintance New York and Eastern territory; worker and closer; best references; letters confidential. Box 659, P. I.

I'm a Round Peg in a Square Hole The sound reg in a square Hole-Ex-newspaper Man, employed, 24, healthy; department store copy writing experience; ambitions, energy, experi-ence, judgment; Agency, advertising de-partment or an executive position in small concern. Salary: sixty a week, latter position. Box 648, Printers' Ink.

HIGH-CLASS AGENCY BALESMAN

wishes to locate with large Advertising Agency. I have good education, ability and personality. Age 30, married. Saland personality. and personanty. Age so, married. Sairy \$7,500 to \$10,000 a year. Have had 9 years' experience. Now located in St. Louis; will go anywhere for good connection. Box 645, Printers' Ink.

### AVAILABLE

Man with executive experience cover-ing market analysis, sales development and organization, also solicitation and closing of important contracts in manufacturing field. Branch location or special activity. New York location preferred. Box 653, Printers' Ink.

### SALES MANAGER

AT LIBERTY SEPTEMBER 1st Qualified to plan and direct combined sales and advertising campaign. Ten years' Drug Trade experience. Can ob-tain quick National Distribution for specialty and make all advertising self-sus-taining. Age 35; married; Christian; American; salary \$5,000. Box 664, P. I.

**Publicity Man** 

with long and successful record will be open for new connection in the fall. Thoroughly competent to manage campaigns, to conceive, direct and turn out and magazine stories newspaper

ill go, and to edit class periodicals. Wide experience in original and forceful printing, photographic illustration, educational motion pictures and lectures.

caucational motion pictures and lectures. Interested only in work calling for constructive thinking, organizing ability and conscientious effort, and in which the co-operation of editors and public may be expected and enlisted. Address Box 654, Printers' Ink.

ARTIST—Art Director of twelve years'
experience—five years at present position—all-around art training and a thorough knowledge of engraving and advertising, desires a position in New York City. Address Box 670, Printers' Ink Pub. Co., 833 Peoples Gas Bldg., Ink Pub. Co

#### CIRCULATION MANAGER

20 years' experience on daily newspapers. knows circulation from A to Z, now employed where opportunity is too limited, desires connection with live daily newspaper, farm or trade paper where circulation building is wanted. Thoroughly trained in management and organization. Hard, energetic worker. Best of references. Write Box 634, Printers' Ink.

#### ACCOUNTANT, EXECUTIVE OFFICE MANAGER

A man who has had twenty years of training, gained largely in the publish-ing field, desires position of responsiing field, desires position of responsi-bility; a thorough accountant and capable executive, familiar with the theory and experience in the practice of cor-poration accounting, finance and man-agement; married; Christian; age 40. Box 662, Printers' Ink.

A High Grade Advertising Man for some agency or national advertiser-31, married, university graduate, 10 years experience, seeks new connection Sep-tember 1. Is a diplomatic service man, a plan man who thoroughly understands mediums, distribution and merchandising mediums, distribution and merchandising and a copy man who can produce good copy and a lot of it. Has had charge of production and can handle complete cam-paigns. For past two years has been manager of medium size agency and is leaving position entirely of own volition. Is real producer, efficient, loyal, and can furnish finest references. Desires position with agency or national advertiser located where winters are mild. Salary \$5,200. Box 675, Printers' Ink.

### Advertising Executive for Agency or Manufacturer

Advertising man now acting as account executive for a New York agency desires similar position with another agency, or as advertising manager for a manufacturer whose products are marketed through retail channels.

He has had more than 13 years of advertising and merchandising experience of such character as to ideally fit him for either position. He is especially qualified to handle the advertising for any line of merchandise sold through the modern department store or specialty shop and he has an intimate, first-hand knowledge of the sort of dealer service such stores prefer and how best to secure dealer co-operation. cure dealer co-operation.

He desires to leave his present employers solely because of restricted opportunities. Box 652, Printers' Ink.

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Your product becomes familiar to the buying public through Outdoor Advertising—it appears long enough to impress and create action

Thos, Wasack 6.

CHICAGO

**NEW YORK** 



# A National Medium in 7000 Towns

NATIONAL advertiser recently signed a noncancellable contract for more than \$125,000 worth of space to be used within twelve months in The Chicago Tribune.

The Chicago Tribune is recognized as one of the greatest mediums for national advertising because of its dominating power in a territory possessing one-fifth of the wealth of the United States and with a population double that of the Dominion of Canada.

> WHY The Chicago Tribune is scheduled as a "national" advertising medium by progressive advertisers is explained by The Tribune's 1920 BOOK OF FACTS. One of many items in this unique publication is a list showing Tribune circulation in each of more than 7000 towns. This important reference book will be sent free to any selling organization if requested on business stationery.

# The Chicago Tribune

MTHE WORLD'S GREATEST NEWSPAPER

Circulation more than 400,000 Daily, 700,000 Sunday